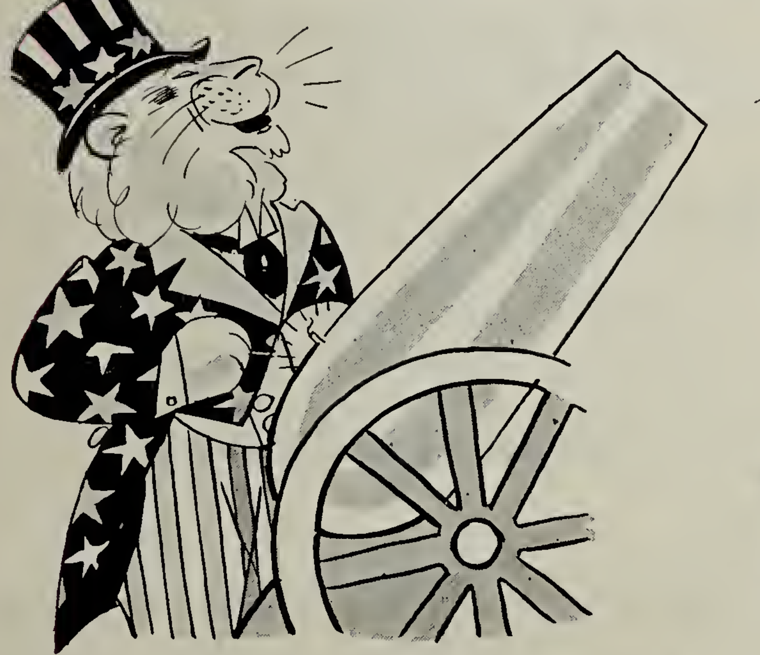
MOVIE AGE

Volume XI MINNEAPOLIS, MINN., JANUARY 6, 1931 Number 7

WHETHER IT'S THE

4TH OF JULY

(or New Year's)



IT'S ALWAYS

a holiday when you play M-G-M pictures

Isn't It Great The Way Leo Is Starting Off The New Year! Every one of 'em is the kind you love to get—

MARION DAVIES in THE BACHELOR FATHER
GRETA GARBO in INSPIRATION —— **JOAN CRAWFORD** in PAID
LAWRENCE TIBBETT—GRACE MOORE in NEW MOON
MARIE DRESSLER—POLLY MORAN in REDUCING

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

Unbelievable But True!

A Genuine NEON SIGN for Only.... **$25.00**

YOUR

DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.

CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899

THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street
KANSAS CITY, MO.

M. E. CUFFEL
Editor and Manager

MOVIE AGE

PUBLISHED WEEKLY BY ASSOCIATED · PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

POTTER NAMES 10 "BEST PICTURES"

As the 10 best pictures of the year, Merle Potter, drama editor of the Minneapolis Journal, has named "The Love Parade," "Outward Bound," "Sunny Side Up," "Floradora Girl, "Vagabond King," "White Hell of Pitz Palu," "All Quiet on the Western Front," "Journey's End," "Ladies of Leisure" and "Liliom."

The list was contained in an article on the Sunday drama page of the Journal.

Mr. Potter said he missed "Abraham Lincoln," "Applause," "Lummox" and some of the other outstanding pictures which might have replaced several of those named by him.

"Divorcee," "Holiday," "With "Byrd at the South Pole," "Common Clay," "Manslaughter," "Old English," "Grumpy," "The Rogue Song," 'Sarah and Son," "Young Man of Manhattan," "Whoopee" are named by Mr. Potter as other outstanding films.

ROUSH AND ROUSH BUY AT AUDABON

Audubon, Ia.—J. C. Roush of Fort Dodge and L. C. Roush of Onama have purchased the new Audubon Theatre here from J. H. Spoon who had bought it only a few weeks before from Ed. F. and Edwin B. Johnson. The Roushs are father and son. The elder has been engaged for a number of years in public relatons work.

WOMEN'S CLUB MAY TAKE OVER AFTON THEATRE

Afton, Ia.—Providing that the town will allow Sunday movies, the Business and Professional Women's club will take over the ownership and management of the Afton Community Theatre and install sound equipment. It is the only movie house here and has been a community enterprise, operated by local business men. It has been open two nights a week and a 10c admission price has prevailed for the silent pictures shown. The increasing difficulty in obtaining silent pictures makes it necessaary for the business men to dispose of the theatre.

LORCH SAYS "U" BUSINESSS GOOD

A Minneapolis visitor of the week was Harry S. Lorch, western division sales manager for Universal. He was here to confer with J. E. Garrison, local exchange manager, on routine business matters.

Mr. Lorch reported record-breaking sales of Universal pictures throughout the country. At every exchange, he declared, business has run far ahead of 1928 and 1929 and the 1931 outlook is considered very promising.

W. B. MILWAUKEE HOUSE READY SOON

Milwaukee — The contractors erecting the new theatre and its 12-story office building annex in Milwaukee for Warner Bros. reported last week that they could insure the opening of the office building in February. The elaborate equipment of the theatre proper, which will be furnished by Continental Theatre Accessories, Inc., will deter its completion until March.

Warner Bros.' new holdings in Milwaukee are at Wisconsin and Third streets and seem admirably located both for theatrical and business purposes. The calls for space in the office building are such at this time that it seems certain that it will be opened with over sixty per cent of its space occupied.

An organization of dentists has already taken considerable space in the new building and it promises to become the dental headquarters of the city.

In the lease of one of the floors for restaurant purposes there is an innovation in the lease which calls for the owners to supply all of the refrigeration necessary for the business. This will be an easy matter. There is to be an elaborate plant for the cooling of the theatre in summer and this plant will be able to supply all of the necessary refrigeration for the restaurant.

Managers See Best Pictures in History Early in 1931

Exchange Heads Outline Big Features Ready for Early Part of This Year; Quality Highest in History

Imbued with the firm belief that early in 1931 will bring the best product in the film industry's history, heads of Minneapolis film exchanges have set the stage for a record-breaking concentrated sales' drive.

"Exhibitors throughout the territory are clamoring for good pictures," assert the exchange managers. "Outstanding pictures are drawing big business everywhere. The quality of pictures now coming up has never been equalled since the dawn of sound. "We therefore are equipped to go after business and just watch us go."

MOVIE AGE cannot recall a time when exchange managers have been so enthusiastic over their pictures. If half the managers' predictions come true, box office records should be shattered right and left throughout the northwest during the ensuing three months.

C. A. Roeder of Paramount expects new attendance records to be set by Gary Cooper's "The Fighting Caravan," Emil Jannings and Marlene Dietrich's "The Blue Angel," Clara Bow's "No Limit," Ruth Chatterton's "The Right to Love," William Powell's "His Past" and George Bancroft's "The Scandal · Sheet."

L. E. Goldhammer of Warner Brothers predicts that "Illicit" will be the box office sensation of 1931 and also expects Otis Skinner's "Kismet," Richard Barthelmess' "The Lash," "Mother's Cry" and Winnie Lightner's "Sit Tight," a few of the forthcoming Warner Brothers and First National releases, to pack 'em in wherever shown.

J. E. Garrison of Universal declares that "Dracula," John Boles' "Resurrection," Lewis Ayres' "Fires of Youth" and "The Iron Man," "Strictly Dishonorable" and the screen version of the next story by Remarque, the author, "All Quiet on the Western Front" are all sure to establish themselves as sure-fire knockouts.

Al Hoffman of United Artists is pinning high hopes on Charlie Chaplin's "City Life," D. W. Griffith's "Abraham Lincoln," John Boles' "One Heavenly Night," Douglas Fairbanks and Bebe Danels' "Reaching for the Moon" and Ronald Coleman's "Devil to Pay."

Harold Johnson prophecies great box office accomplishments for Sono Art's "Jaws of Hell" and "Damaged Love" and the Sennett comedy" "Dance Hall Marge" and Lloyd Hamilton's latest side-splitter, "Village Rows."

M. A. Levy of Fox declares that the public will flock in droves to see Janet Gaynor and Charles Farrell's "The Man Who Came Back," Edmund Lowe's "Men on Call," George O'Brien's "Seas Beneath" and Dorothy Mackaill's "Once a Sinner."

M. Frisch of Radio is convinced that Wheeler and Woolsey's "Hook, Line and Sinker," "Cimaron," "Beau Ideal" and "The Royal Bed" will knock 'em for a goal in all parts of the territory.

Ben Marcus is confident that Columbia will be right among the leaders with "Charley's Aunt," "The Criminal Code," "The Lion and the Lamb" and "Dirigible."

Tom Burke of Tiffany says that outstanding magnets will be "The Command Performance," "Caught Cheating," "The Girl of the Limberlost," "The Keeper of the Bees" and "The Drums of Jeopardy."

M. E. Montgomery of Pathe says that film fans all over the territory will be demanding Bill Boyd and Helen Twelvetrees' "Painted Desert," "Ann Harding's "Rebound" and Bill Boyd's "Beyond Victory."

W. H. Workman knows that M-G-M will be one of the leaders with Marie Dressler and Wallace Beery's "Min and Bill," Joan Crawford's "Paid," Marie Dressler and Polly Moran's "Reducing," Greta Garbo's "Inspiration" and Lawrence Tibbett's "The New Moon."

Allied Votes Against M.P.T.O.A. Affilliation--$80,000 Subscribed

Leaders Cannot See How Consolidation would Benefit Allied or the Independents; Finances Arranged

Allied will not consolidate with M. P. T. O. A.

By unanimous vote, the national board of directors of the Allied States Association, meeting in executive session at the Stevens Hotel, Chicago, on Saturday, January 3, 1931, decided definitely and finally that they would enter into no agreements, mergers, or consolidations whatsoever with the Motion Picture Theatre Owners of America.

Fifty-five men, representing eighteen state organizations affiliated with Allied, were present at the meeting, presided over by Abram F. Myers, president, and every one who could be reached expressed complete satisfaction both with the decision arrived at and with its unanimity.

The meeting, which was held behind closed doors, lasted the entire day, and at all times was said to be in complete harmony, the usual fire-eating, and bombastic tactics being conspicuous only by their entire absence.

The reason for the stand taken by Allied with respect to M. P, T. O . A. was summed up by H. M. Ritchie, a leading light of the organization, as follows: "We just can't see," said Mr. Ritchie, "where any benefit could possibly accrue to the strictly independent exhibitor by such an amalgamation. The policies of Allied with respect to the protection of the interests of the independents cannot be made to go hand-in-hand with what we know to be the underlying policy of the M. P. T. O. A."

Col. H. A. Cole of Texas had the following to say on the subject: "I am highly pleased at the stand taken by everyone. The convention at Toronto showed very plainly where we would be headed if we affiliated ourselves with M. P. T. O. A. We are for the independent exhibitor first, last and always and if we approved the proposed consolidation Allied would most certainly be headed for that same subsidized oblivion which their Philadelphia convention so aptly demonstrated to be true."

Aaron Saperstein, head of the Chicago group, said: "It all suits me perfectly. When we started the Illinois Independent Theatre Owners we felt we were right; when we joined Allied we felt we were right; and now we are positive that Allied holds the key to the future for us and that those things for which it strives will triumph."

Approximately $80,000 was subscribed among the 55 men present, partly from individuals and partly from affiliated state groups as additional funds with which to carry out the purposes of Allied.

FOX DEVELOPS NEW RECORDING

New York—Sound film with an absence of ground noises and perfect tone reproduction is on public exhibition for the first time at the Roxy Theatre, beginning Christmas day. The picture, "The Shepper-Newfounder," has been recorded by a new process invented by Fox Film Corporation engineers.

For many months sound engineers of various companies have been engaged in an effort to secure absolute silence on the screen when silence is desired and perfect tone reproduction. The absence of surface noises makes complete enjoyment of sound film possible for the first time.

For officials are so enthusiastic about the process that a large part of the 1931 product is to be recorded with it.

Earl I. Sponable and Theodore Case invented the AEO light which became known as Fox Movietone, and it is a refinement of this recording system which is now being used. Under this system light flashes make horizontal lines of varying densities on the sound track of the film. By the refinement of the process the sound track becomes entirely black when no sound is desired and this completely eliminates the cracking and snapping which often issued from theatre screens in the past. It also does away with extraneous noises.

"U" COMPLETES ITS 20 SPECIALS

Hollywood—Mary Nolan, Universal star, has completely recovered from her illness of several months, and was last week assigned by Carl Laemmle, Jr., to the leading role in "On the Up and Up," the Broadway stage success by Eva Kay Flint and Martha Madison, which will be filmed as a special this season at Universal City. Edward Laemmle will direct, and the supporting cast will be announced shortly.

Complete Cast

Hollywood—Complete cast of "The Secret Six," which George Hill is directing for Metro-Goldwyn-Mayer, now includes Wallace Beery, Jean Harlow, Ralph Bellamy, Marjorie Rambeau, Johnny Mack Brown, Clarke Gable, Paul Hurst, Fletcher Norton, DeWitt Jennings and John Miljan.

MACY WINS SUITS IN PATENT TILT

Brooklyn, N. Y. — Macy Manufacturing Corporation is the victor in a two-year legal tilt with the Racon Electric Co. of New York City involving the exponential type of horn used extensively by theatres for talking picture systems.

By unanimous decision the first department of the appellate division of the New York supreme court affirmed the decision of the court below. The original complaint charged the Macy company with appropriating the Racon formula and design in the manufacture of the former horn.

BEN TURPIN IN RADIO FEATURE

Hollywood — Because they believed him to be the best "cockeyed" aviator in the world, Radio Pictures unhesitatingly signed Ben Turpin for a stunt-flying sequence in "Assorted Nuts," co-featuring Bert Wheeler and Robert Woolsey.

The picture, incidentally, reunites the loose-eyed comedian and Edward Cline, director. The two were together in the heyday of Mack Sennett two-reelers.

Franklin and Hughes Start New Circuit

Los Angeles — Formation of a national theatre circuit with an initial capitalization of $5,000,000, is announced by Harold B. Franklin, recently resigned head of the Fox West Coast chain.

Howard Hughes, producer of "Hell's Angels," will be associated with Franklin in the new enterprise. The new circuit which will embrace important communities throughout the country, will be known as the Hughes-Franklin Theatres. The capitalization of $5,000,000 has already been subscribed, according to the announcement, and there will be no public offering of securities. Franklin will be chief executive of the new company.

"There is a need for an independent circuit of theatres in this country," he said. "Under present conditions some theatre chains are conducted by motion picture producing organizations as secondary undertakings, and every constructive element in the industry will welcome a movement that will bring gack to theatre operation the intitiative and individual efforts that it lacks today."

Independents to Hold National Meeting

In addition to the principal topic of discussion at the Allied directors' meeting at Chicago, January 3, plans were formulated for a national convention of independent exhibitors.

The convention will be held in Chicago on February 10 and 11, and all members of all Allied units as well as all other independent exhibitors will be invited to attend.

The convention is to be non-social and non-political. No elections will be held, and the entire convention will be taken up with discussion of common problems.

According to Allied leaders, the convention will decide on a positive and aggressive program relating to such important subjects as protection, block-booking, zoning and arbitration.

Future policies will be determined with regard to legislation, censorship and national regulation.

Four hundred and fifty independent exhibitors are expected to attend.

PICTURE BUSINESS

A NEW YEAR'S resolution that a number of theatre managers ought to adopt is one to refrain from overplaying the sex angle in their newspaper advertisements.

Some of the copy that has resulted from this trend toward the sensational has been downright vulgar. And, where it may have brought in a few more admissions through its lurid appeal, it has done a damage to the motion picture screen that the small dollar and cents gain for the moment will come far from repaying.

A great deal has already been said on this subject. Yet, too much cannot be said about it, when there are still some who are not far-sighted enough to see the injury they are bringing on for themselves and for their industry.

The Fox West Coast Theatres have issued a mandate to their managers to stay absolutely clear of the sex theme in their advertising. They have declared no middle ground in this order, which is a fine example to follow.

The appeal of motion pictures from the sensational sexy theme is but a temporary flurry. The public may seem to want this for a time, but the lure is quickly lost. Selling motion picture entertainment strictly on its merits; selling the theatre on its appointments and comforts; selling the theatre as an institution; these are efforts that have a permanent value and will bring a more profitable result when the books are balanced at the end of the year.

We believe that the first-run houses are in the main to blame for the censure that has been brought upon the industry by the sensational advertising that has appeared. They are the users of display space. The theatres in the smaller towns and the suburban theatres in the larger cities have been the least offenders of the code of advertising ethics that was producer-created. The first-run houses in the key locations of the country, producer-controlled houses, should be made to more strictly adhere to the Hays' advertising creed. Fox West Coast has set an example and it can be followed to the letter by the other circuit houses.

Ever since we've been in this industry we have been aware of the great fear on the part of its components for censorship. The dangers and heavy costs of censorship are known to everyone. Yet so much is done to flaunt it that we are puzzled by it all; puzzled especially when the industry's leaders sit idly by and see their invested millions endangered and not make a move until it is almost too late. Some day, unless a halt to this ridiculous and wanton carelessness is called real soon, it is going to be too late.

* * *

WHENEVER we think of censorship we think also of other forms of state legislation. There's a lot of it going to loom up against the motion picture industry this year. And it's going to take a strong defensive to ward it off. We've spoken about the need for an united exhibitor front many times before. Now it seems steps are being taken in that direction—to cement into one strong body the two that have scattered their aims. Maybe it's just a rumor. But rumors have had a habit of becoming facts of late.

Ben Shlyen

Briefs
THE BAND WAS THERE BUT GILDA WAS NOT
FOX CHAIN INCREASED TO ABOUT 703 HOUSES
FREE HEALTH FOR NETOCO EMPLOYEES
JOSEPH SANTLEY PARAMOUNT CONTRACT
EXHIBITORS IMPRESSED

A strong cast is being assembled for George Arliss's next Warner Bros. starring picture, which bears the temporary title "The Ruling Passion." Among the players thus far assigned to the production are Tully Marshall, Noah Beery, James Cagney, Sam Hardy and Ivan Simpson—the last of whom has appeared in over a dozen stage plays and motion pictures with Mr. Arliss. As previously announced, David Manners and Mrs. George Arliss are also to have prominent roles.

* * *

It has been decided by Warner Bros. to release in a number of American cities the German language film, "Der Tanz Geht Weiter." This is the picture originally released here under the title, "Those Who Dance," and in which Monte Blue was the star. Immediately after its completion at the First National studios the film was sent to Germany, where it scored a decided hit.

* * *

Announcement is made by the Bureau of Navigation of the U. S. Navy department of the establishment of sound motion picture technicians' schools at the Brooklyn Navy Yard, the Naval Training Station, San Diego, Calif., and the Navy Yard at Cavite, Philippine Islands. Comprehensive courses of study in the operation of RCA Photophone sound reproducing equipment will be conducted under the supervision of Photophone engineers.

* * *

An appeal to the mothers of Germany to work for the lifting of the ban on "All Quiet on the Western Front," the motion picture recently prohibited in that country after becoming the storm center of a political controversy, is being made by Mme. Ernestine Schumann-Heink, operatic counsel of the National Broadcasting Co., who herself lost a son on the German side.

BEN SHLYEN, *Editor-in-chief* ALFRED F. STEEN, *Managing Editor*
This trade paper is published weekly by Associated Publications, Inc.
General Offices, Second Floor Glover Building, Kansas City, Mo.

BEN SHLYEN, *President*
H. F. STEEN, *Vice-Pres.*
ALFRED F. STEEN, *Sec'y.*

THE FILM GROUP
ASSOCIATED PUBLICATIONS

C. M. MERSEREAU, *Eastern Mgr.*
New York Office, 551 Fifth Ave.
Chicago Office, 1018 So. Wabash
San Francisco, 4430 Cabrillo Ave.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

" QUOTES "

C. C. PETTIJOHN

"Business in the United States is intelligent; it is resourceful and being typically American, if let alone and permitted to do it, can safely be expected to work out its own salvation. All forms of business will do that very thing for themselves if the Federal and State governments will give them a chance to do so."

New Year Week Pulls Big Grosses

Minneapolis (week ending Jan. 2)—Business was good at every showhouse the past week, with the Minnesota and RKO Orpheum leading the field. Special midnight shows on New Year's Eve and the extra holiday helped to swell receipts and the totals were the largest in some time. It was "comedy week," with every theatre excepting three, boasting an unusually good laugh provoker. The rib ticklers included "Just Imagine," "Hook, Line and Sinker," "Sunny," and "Sea Legs." The trio of serious dramas were Ruth Chatterton's "The Right to Love," "Ex-Flame" and "A Lady's Morals." "The Right to Love" went over especially big and drew splendid patronage to the Minnesota.

Aster—A Lady's Morals (M-G-M), Grace Moore and Wallace Beery. **Business:** Good. **Summary:** A gripping and dramatic story of a great singer and her love affair. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, serial, comedy.

Century—Just Imagine (Fox), El Brendel. **Business:** Good. **Summary:** Laughs galore in this snappy musical comedy which depicts life in New York 50 years hence and carries the spectator to the planet Mars. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News and Grantland Rice Sportlight.

Lyric—Sea Legs (Paramount), Jack Oakie. **Business:** Good. **Summary:** Oakie and his supporting cast garner many laughs in the amusing story of the experience of a pair of American sailors in a mythical nation's navy. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, Sennett Comedy, Screen Vaudeville.

Minnesota—The Right to Love (Paramount), Ruth Chatterton. **Business:** Big. **Summary:** The brilliant Miss Chatterton scintillates in a triple role in this powerful drama of a woman's love. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum—Hook, Line and Sinker (Radio), Bert Wheeler and Robert Woolsey. **Business:** Good. **Summary:** This likable and popular pair of funsters make merry again in a laugh-provoking farce dealing with their efforts to run a hotel and foil a gang of crooks. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville and sound news.

RKO Seventh Street—Ex-Flame (Tiffany), Neil Hamilton and Marian Nixan. **Business:** Good. **Summary:** Plenty of human appeal and heart tugs in this modern and sexy version of the popular old melodrama, "East Lynne." **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, screen vaudeville.

State—Sunny (First National), Marilyn Miller. **Business:** Good. **Summary:** The tuneful and amusing romance of a young and pretty circus performer. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, Laurel and Hardy comedy, screen vaudeville.

Grant Recovers

William Grant, salesman for the Minneapolis Universal exchange, has almost completely recovered from injuries sustained recently in an automobile accident. He plans to leave the hospital early in January and expects to be back on the job again shortly.

Rivoli Opens

Chippewa Falls, Wis.—The new Rivoli Theatre has opened here under the management of W. L. Crouse. The house has been pronounced one of the most beautiful small town theatres in the state. It boasts sound equipment and every other modern feature.

Publix is equipping the Lyric Theatre at Aberdeen, S. D., with the Western Electric sound system and, after this work and redecorations are completed, will reopen the house under the management of J. T. Stroud.

* * *

After being remodeled and improved generally, the Ottumwa, Ia., Theatre has been reopened by Publix under the residence management of Ted Emerson. The house seats 1,198.

* * *

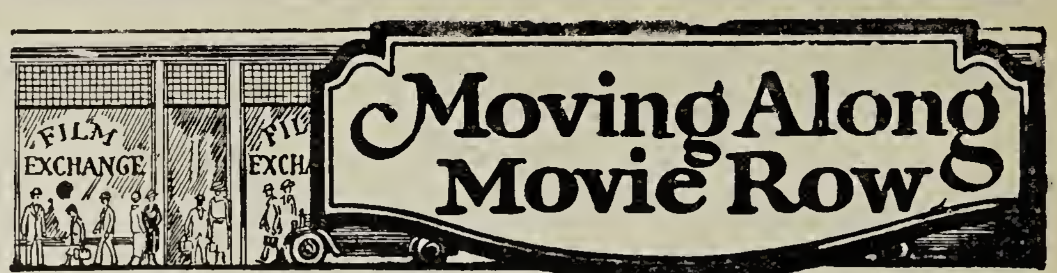
Comfrey, Minn., business men have sold the new Comfry Theatre to Robert King and L. L. Blackmun.

* * *

The Brainerd, Minn., Paramount Theatre has just celebrated its first anniversary. Harry Greenberg is manager.

* * *

Hal Cuffel, who has been publicity manager for the North Dakota district for Publix the last year, has taken a similar position with RKO with headquarters at Toledo, O. Cuffel at one time was editor of MOVIE AGE.



Moving Along Movie Row

The Liberty Theatre at Hinckley, Minn., which was reopened recently after being closed for nearly a year, is doing a good business under the management of Jack Gruesner and H. J. Luscher of Minneapolis, who also will operate showhouses at Gary, Cloquet and Brainerd, Minn. The Liberty's seating capacity is 287. Talkies have supplanted silent pictures. The new management also has installed upholstered seats.

* * *

New DeForest Sound-on-film equipment has been installed by Ben Brown in his Temple Theatre at Viroqua, Wis.

* * *

A new movie theatre has been opened in Lehigh, Ia., under the management of C. Hales.

* * *

With the co-operation of local merchants, O. C. Johnson has opened a new theatre at Elk Horn, Ia.

* * *

Work has been started at Brainerd, Minn., on a new $30,000 movie theatre to seat 600 people on its main floor and balcony and to be ready for occupancy within two months. Jack Gruesner and H. J. Luscher will operate the house which will be equipped for sound.

Joe Widner has rented his has purchased the lease on the new theatre being built at Lake Park, Ia., from Harry Galinghorst.

* * *

Joe Widner haas rented his State Theatre at Belle Plaine, Minn., to George W. Ryan of Minneapolis who, at various times has operated movie houses at Hector and Mora, Minn.

* * *

Franz Westfall, manager of the Venetian Theatre at Racine, Wis., has been promoted by Warner Bros. to the district managership of all their theatres west of Milwaukee. Lon B. Ramsdell, circus press agent, succeeds him at the Venetian.

* * *

John Burke, advertising manager of Manominee, Mich., department store, has been appointed manager of Lloyd's Theatre at Hancock, Mich., which recently was taken over by R. Rosenblatt of the Manominee Lloyd's Theatre.

* * *

After being redecorated and equipped for sound at a cost of nearly $15,000, the Fox Lyric Theatre at Stevens Point, Wis., has reopened under the management of Myron A. Neumann. New seats also have been installed.

HOTEL
HARRISON

CHICAGO'S NEWEST
DOWNTOWN HOTEL

RUNNING ICE WATER
IN EVERY ROOM
$2.50 AND $3.00
WITH BATH
NO HIGHER

RADIO
IN EVERY
ROOM

NO
PARKING
WORRIES
DIRECT ENTRANCE
FROM HOTEL TO
GARAGE

HARRISON STREET JUST OFF
MICHIGAN BOULEVARD
CHICAGO

HARRISON
GARAGE

PATHE'S 1930 RECORD MARKED BY FOUR CONSECUTIVE SUCCESSES

New York—Pathe stepped high in the ranks of the major producers of 1930 with four distinguished successes in the consecutive order of their release. "Holliday," the picture which starred Ann Harding, had its Broadway premiere last July and is still showing in New York as well as throughout the country. In nearly every critical list prepared by reviewers, "Holliday" is rated among the first ten pictures of the year.

"Her Man" followed in October, with Helen Twelvetrees in the leading role. It scored immediately, not only in New York, but in the provinces. This picture is showing at the present time and indications are that it will be playing for at least another year.

"Big Money" was released on the Pathe November schedule. Eddie Quillan was featured with Robert Armstrong and James Gleason, and only last week he was signed by Pathe on a long-term contract as a result of this success.

"Sin Takes a Holiday" was Pathe's fourth consecutive picture to strike favorably. This Constance Bennett feature ran at the Mayfair and Cameo Theatres in New York and broke records in Boston and is being acclaimed at the moment from coast to coast.

TOM MOORE JOINS COLUMBIA CAST

Hollywood—Tom Moore, famous stage and screen star of many years standing, has been assigned to an important role in Columbia Pictures' forthcoming de luxe "special," "The Last Parade." Erle C. Kenton is directing this thrilling drama of the modern racketeer, with an imposing cast that includes Jack Holt in the featured male role and Constance Cummings in the feminine lead.

Mr. Moore makes his debut under the Columbia banner in "The Last Parade." He is a member of one of America's greatest theatrical families, equally famous on stage and screen. His outstanding screen achievements include, "Toby's Bow," "Dubs," "The Great Accident," "Stop Thief," "The Love Thrill," "Mr. Barnes of New York," "The Wise Wife," "The Siren," "Yellowback," "Side Street" and "The Woman Racket."

RCA PHOTOPHONE INSTALLED MORE THAN 3,000 EQUIPMENTS IN 1930

New York—With more than 3,000 installations of sound reproducing equipment contracted for during 1930, as against slightly more than 900 to its credit at the beginning of the year, RCA Photophone, Inc., has registered more than a 300 per cent increase in business in its domestic and foreign commercial departments during the last twelve months. In addition thereto, RCA Photophone recording division in both domestic and foreign fields showed by far the greatest number of new installations of recording apparatus of any company engaged in the manufacture and distribution of sound equipment, it is reported.

In commenting upon the outlook for 1931, Mr. Ross made the following statement:

"Continued refinements in recording and reproducing apparatus, the simplification of operation and the standardization of installations to reduce expense, will receive primary attention during the coming year. Prices of equipment will not materially change, due to the high cost involved in the manufacture of standard equipment. Improvements will be made, however, and the number of models will be reduced.

"There are at least 10,000 unwired theatres of the smaller type in the United States and at least 5,000 of these will install sound reproducing equipment, in addition to several thousand others that will replace unsatisfactory apparatus with dependable equipment. In my opinion, there will not be many new theatres built during the year.

"The non-theatrical field will see increased activities. The principal drawback in that field has been lack of suitable productions to meet the market. Ways and means are being discussed to bring about a solution of that problem. Wide film will probably be standardized and progress will be made in the development of more perfect color in pictures. Color, will only be used in certain types of pictures. In my opinion 'the play is the thing,' and if the sound and the picture are good, the rank and file of motion picture patrons will support it generously regardless of wide screen or color embellishment."

Outstanding among the achievements of RCA Photophone, Inc., during 1930, in addition to the acquisition of the large number of contracts for sound reproducing equipment from exhibitors of theatres in the ordinary course of the commercial department's activities, were the two large government awards—one providing for the installation of sound apparatus in 71 U. S. army posts (a contract for eleven additional installations was awarded early in December) and the contract for the placing of sound reproducing apparatus aboard the ships and in all shore stations of the U. S. navy, totalling approximately 300 installations. Ten army installations, not included in the above, were made in army post theatres in the Canal Zone, making a total of 80 for that branch of the government.

DOROTHY HERZOG JOINS COLUMBIA

Hollywood — Dorothy Herzog, newspaper woman, motion picture columnist and novelist, has been signed by Columbia Pictures to do the adaptation of "Virtue's Bed," a forthcoming special feature based on Courtenay Savage's New York stage success.

Miss Herzog, who began her writing career as motion picture editor of Movie Weekly, was also screen critic of the New York Daily Mirror and conducted widely read columns for the Los Angeles Herald and King Features Syndicate. She recently authored her first novel, "Some Like It Hot," Which was published in the early part of last spring and was the object of much comment.

Hoover's Twin

Universal City — Universal's search for doubles for Herbert Hoover and Mrs. Hoover to appear in "Fires of Youth," the Lew Ayres' starring picture now in work, has proved completely successful. Two remarkable doubles of Mr. and Mrs. Hoover in the persons of Tom Jensen and Jessie Perry are now before the cameras. Miss Perry is an actress, while Jensen is a member of the Los Angeles police department, who is an exact duplicate of the president, to the pound and inch.

FOX COMPLETES 24 FEATURES FOR RELEASE UP TO AUGUST

New York—Twenty-four of the Fox Movietone productions scheduled for release to theatres up to August of 1931 have been completed and shipped to New York.

Four are being edited. Nine are being filmed. Eleven are in preparation.

The entire season's product of 49 films will have been completed by February 15.

This is a record in Hollywood motion picture production, according to reports.

This does not mean a cessation in operations at the Fox Film Corporation's two California studios is in sight. It means merely that the studios will be enabled to get a head start on the 1931-32 product.

The completed pictures are "Common Clay," "Man Trouble," "Last of the Duanes," "Song O' My Heart," "On Your Back," "The Sea Wolf," "Soup to Nuts," "Liliom," "Up the River," "Scotland Yard," "Renegades," "The Big Trail," "The Dancers," "A Devil With Women," "Just Imagine," "Are You There?" "Lightnin'," "Oh, For a Man!" "The Princess and the Plumber," "Men On Call," "Under Suspicion," "The Man Who Came Back," "Part Time Wife," and "Once a Sinner."

The pictures in production are "East Lynne," an additional and special picture; "A Connecticut Yankee," "Girls Demand Excitement," "Wine, Women and Sin," "3 Rough Diamonds," "Mr. Lemon of Orange,' "More Than a Kiss," "Doctors' Wives" and "Three Girls Lost."

In the cutting rooms are "The Seas Beneath," "The Spy," "Their Mad Moment" and "Fair Warning."

In active preparation are "Merely Mary Ann," "Women of All Nations," "Skyline," "Charlie Chan Carries On," "Young Sinners," "The Cisco Kid," "Philippa," "The Painted Woman," "Six Cylinder Love," "Miss Adventure," "Good Gracious, Annabelle" and "She Wears the Pants."

These productions feature not only the outstanding Fox Movietone contract players, including Will Rogers, Janet Gaynor, Chas. Farrell, George O'Brien, Warner Baxter, Myrna Loy, Victor McLaglen, Edmund Lowe, Maureen O'Sullivan, El Brendel, Fifi Dorsay and the others, but also include other prominent players such as Dorothy Mackaill, Clive Brook, Ann Harding, Lew Cody, Greta Nissen, Conrad Nagel, Joan Bennett, Neil Hamilton and Loretta Young.

"CIMARRON" IS GIVEN PREVIEW

Los Angeles—"Cimarron," previewed by Radio Pictures at a Los Angeles theatre last week, was acclaimed by the Hollywood press and previewers as one of the greatest motion pictures.

A local film paper believed it so vital a piece of news that it issued a special edition, describing "Cimarron" as "an outstanding event in motion pictures."

The review said it was "a magnificent, human, thrilling and intense saga of the growth of an American city. It is a classic that will thrill its audiences, that will entertain them and give them renewed pride in the achievement of their people."

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP
AND PICTURE SELLING
METHODS OF EXHIBITORS

◆

Columbia Inaugurates Exhibitors' Contest

CASH prizes totalling $1,875 are being offered by Columbia Pictures Corporation in a nationwide advertising and exploitation contest on "Dirigible," the Jack Holt-Ralph Graves picture scheduled for late winter release.

The prizes will be given to the exhibitors and theatre managers turning in the best ideas and suggestions which might be applied to the advertising or exploiting of the film.

The contest is divided into five classes, each class carrying a total of $375 in prize money. The divisions are: Class A, newspaper advertising campaigns; class B, newspaper publicity campaign; class C, ideas for the decoration of lobbies and fronts; class D, suggestions for window displays and merchandise tieups, and Class E, suggestions for catch-lines, slogans and heralds.

First prize in each class is $150. Second prize is $100, third prize $75 and fourth prize $50.

Judges in the contest will be Joe Brandt, president of Columbia; J. H. Goldberg and J. H. Gallagher, general sales manager and director of public relations respectively for Columbia, and W. Livingston Larned, advertising counsel.

The best ideas and suggestions received from the contestants will be passed along to exhibitors with the general advertising matter on the picture. This, according to a statement by Joe Brandt, is in line with Columbia's announced policy of giving full service and exploitation co-operation to all exhibitors playing the company's product.

The contest is open to all theatre managers and exhibitors in the United States and Canada. Entries will be accepted until midnight, February 1, 1931, and the list of winners will be made public as soon after that date as possible.

Nine Subjects

Hollywood—Nine subjects will be released by Educational during the first month of the new year, with an array of comedies and comedy stars of unusual interest.

FIRE CHIEFS TO CO-OPERATE ON "THIRD ALARM"

TIFFANY has completed a national tie-up with the International Association of Fire Chiefs, consisting of six thousand fire chiefs throughout the United States, who will co-operate to the fullest extent in exploiting "The Third Alarm."

Fred Shepard, headquarters manager and editor of "Fire Engineering," a weekly magazine, after reviewing the picture, stated in his notice to the fire chiefs throughout the entire country, that "The Third Alarm" is the finest fire picture from every standpoint, produced to date, and asks that they co-operate with the exhibitors throughout the country in tie-ups of every sort.

Special exploitation material is being distributed by Tiffany to every exhibitor playing this production, which will enable him to get the fullest of co-operation from the fire department in his town, who is also being notified directly by the International Association of Fire Chiefs to work hand in hand with the exhibitors.

Special benefits for the Firemen's Fund have already been planned by exhibitors, who have also secured fire engines and other fire apparatus in the exploitation of the picture.

COLUMBIA BUYS A FABIAN NOVEL

New York — Warner Fabian's "The Men in Her Life," one of the most sensational of the season's "best sellers" has been secured by Columbia Pictures for production during the coming season. This is the first literary vehicle to be acquired by Columbia since Harry Cohn, vice-president in charge of production, arrived in New York, to inaugurate the company's new policy of having the production head personally supervise the purchase of fiction and stage material, in the East.

SIMPLE STUNT GETS PUBLICITY

A MOVIE tie-up was effected by the staff of the Circle Theatre in Indianapolis recently which involved a newspaper and a shoe manufacturer as well as the theatre.

Staff photographers of the Star at the noon hour snapped groups of men in different sections of the city. Five groups were snapped daily for six days. One of the members of each group was selected to be given a pair of shoes and his photograph was marked by a ring drawn around his head. The photographs were reproduced in the Star and the lucky men in the groups on proving their identity at the theatre got an order for the shoes.

The stunt was considered a circulation booster for the newspaper, it brought the shoe manufacturer a lot of publicity and it helped swell the crowds at the Circle Theatre. And best of all it was one of the most inexpensive tie-ups in comparison with the great amount of interest it occasioned.

MERCHANTS HELP "LIFE OF PARTY"

A most effective advertising tie-up in connection with the showing of "The Life of the Party" in Vancouver was put over recently. The tie-up was brought about by the advertising staff of the Daily Province, and combined the Brunswick Radio, a number of the important shops and the Strand Theatre, at which the Warner picture was presented. The result was a page of commercial advertising in which Winnie Lightner and "The Life of the Party" were featured. It was the biggest co-operative ad ever run in Vancouver in connection with a picture and created a good deal of talk.

It must be said of "The Life of the Party" that it seems to be a "natural" in securing co-operative advertising. The American ran two pages of co-operative advertising on the picture while it was being shown in New York and the idea carried out there has been successfully used in several other cities.

UNUSUAL STUNT PUTS OVER SHORT

H. E. WILTON, manager of the Strand Theatre in Hamilton, Canada, is responsible for an ingenious idea in exploiting a Vitaphone Varieties attraction. The title of the presentation is "A Bad Boy From a Good Family," starring Phil Baker, accordian player and comedian. Here's how he did it:

Baker plays the accordian and sings. He requests a man in the fourth row to sing the chorus while he plays it for him. At this point in the act, Wilton had a tall man in the fourth row stand up, and the operator put a "spot" on him. With the exception of those surrounding the man, the rest of the audience thought he really was doing the singing. And the result was a riot!

RICHARD WALLACE DIRECTS POWELL

Hollywood — Richard Wallace, maker of "Innocents of Paris" and "The Right to Love," has been assigned to direct William Powell's next picture, "Cavalier of the Streets," according to an announcement from B. P. Schulberg.

At the same time Schulberg stated that Wynne Gibson, former stage actress who last week was given a long-term contract by Paramount, will have one of two feminine leads in "Cavalier of the Streets." Miss Gibson came to Hollywood from Broadway following her engagement with Richard Bennett in "Jarnegan" and in the title role of "Little Jessie James." She recently enacted an important part in the Jack Oakie vehicle, "The Gang Buster."

"DAYBREAK" FOR RAMON NOVARRO

Hollywood — "Daybreak," an adaptation of Schnitzler's story of the same name, has been definitely selected as Ramon Novarro's new starring picture. Jean Hersholt is the first player to be selected for the supporting cast of this film, which will be directed by Jacques Feyder. Since the completion of "Call of the Flesh" Novarro has been busy directing and acting in Spanish and French versions of this vehicle.

AS IT LOOKS TO US

FEATURES AND SHORT SUBJECTS

REVIEWS OF CURRENT PICTURES

PICTURE OF THE WEEK

Cimarron

Radio

Cast: Richard Dix, Irene Dunne, Estelle Taylor, Nance O'Neill, Roscoe Ates, Stanley Fields, Geo. Stone, William Collier, Jr., and many others. Directed by Wesley Ruggles.

Radio has delivered an epic in "Cimarron." Its scenery, direction, acting, story—in fact, everything that has gone into the picture has been treated with the finest care.

A complete review of the picture will appear on this page next week.

Cohens and Kellys in Africa

Universal—68 Minutes

Cast: George Sidney, Charles Murray, Vera Gordon, Kate Price, Frank David, Lloyd Whitlock, Nick Cogley, Ed Kane. Directed by Vin Moore.

This is practically all ivory. First off, Messrs. Cohen and Kelly are in need of it as piano manufacturers—they are losing sales as a result of having no ivory for keys. So they take the wives and sail for Africa to round up a supply of 100 per cent ivory from the cannibals, and so on and so forth. This picture decidedly could have been better done or left undone. Still, there are more laughs in it than in many a comedy that has gotten by to box office tinkles, and probably it won't be as much razzed as praised. There's a harem and a sho-nuff sheik in it, and you'll like the harem better. There's a little Ingagi stuff in this one for good measure, but bad taste. Murray gets little chance to gag, but Sidney is able to do his usual dialect stuff acceptably.

They left the Ivory Soap ghost story out of this, anyhow.

But wait 'll Trader Horn sees this. He'll never go back.—R. G. T.

Birth of a Nation

Triangle—80 Minutes

Cast: Henry Walthall, Miriam Cooper, Josephine Crowell, Mae Marsh, Spotiswoode Aiken, Ralph Lewis, Lillian Gish, Elmer Clifton, Robert Harron, Wallace Reid, Mary Alden, Joseph Henabery, Raoul Walsh, Donald Crisp. Directed by D. W. Griffith; adapted by Frank Woods; recording by Campbell McCullough.

Millions to whom the phrase, "The Birth of a Nation" is as familiar as "Yes, We Have No Bananas," but who have never seen Griffith's epic of the original Ku Klux Klan, will line up at box offices everywhere to see, for the first time, this immortal of the old —and the new—screen. To those millions will be added other millions who have seen the picture once, twice or many times before; there is an enduring magic about this production which in itself gave the motion picture art its first glimpse of the great heights to which that struggling art might aspire.

Musical accompaniment and careful adapting, with an occasional touch of speech and massed voices in mob scenes, lend poignancy to the remembered glories of the original silent production and detract nothing from the effectiveness of this re-issue. We say "this re-issue" advisedly, for there will be others in years to come; we wonder a little that no one thought of the chance to tie the somewhat abruptly moving scene-changes of the original together in this re-issue with a Technicolor sequence of symbolic figures amplifying the terrifice suggestion of the picture's famous title. And doesn't this revival, with the renewed interest which will focus on Walthall as the "Little Colonel" and on the perennial Lillian Gish, point to an opportunity for some producer to return these favorites together to the screen?—R. G. T.

The Criminal Code

Columbia—85 Minutes

Cast: Walter Huston, Constance Cummings, Phillips Holmes, Mary Doran, DeWitt Jennings, John Sheehan, Boris Karoff, Otto Hoffman, Clark Marshall, Arthur Hoyt, Ethel Wales, Paul Porcasi, Nicolas Soussanin. Directed by Howard Hawks.

Columbia seems to be delivering the product it promised this year. Here is an excellent example of what that company has produced and if your fans aren't fed up on crime pictures, you should make money on "Criminal Code." Even if they are fed up on the type, they will like this picture because of its even distribution of comedy, pathos and drama. Walter Huston cut another nitch into the gallery of outstanding stars of the day with his performance in the production and Howard Hawks seems to have made a thorough study of prison life in order to reproduce it so effectively. However, this reviewer has never been to prison so he cannot vouch for the authenticity of some of the episodes. However, the scenes seem plausible and it would be difficult to pick flaws in technicalities.

Phillips Holmes should come in for considerable praise for his contribution to the entertainment merits of the feature. Holmes delivers a nicely acted role as a young chap in prison who falls for the warden's daughter. The warden, played by Huston, formerly was the district attorney who sent Holmes to prison for political reasons and Holmes is given an opportunity to make a comeback following the murder of a stool pigeon.

Constance Cummings makes a very acceptable and satisfactory leading lady and the cast has been ably selected and directed.—K. W. C.

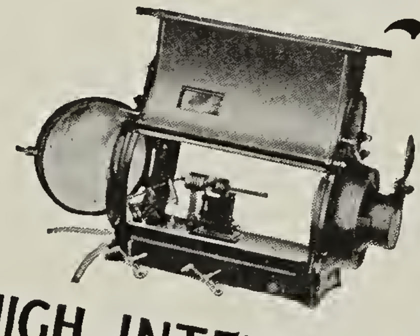
NEW LABORATORY FOR RKO STUDIO

Hollywood—Spurred on by the lifting of zoning restrictions, Radio Pictures plans immediate construction of a modern high-speed film laboratory to be erected near its Hollywood studio.

The plant will have a working capacity of 60,000,000 feet of film annually, according to Joseph I. Schnitzer, president of Radio Pictures.

Previous efforts to build the laboratory were delayed because the studio's property was in a residential area. Zoning restrictions were lifted when it was disclosed that an average of 200 men would be employed regularly.

The laboratory will augment a $6,000,000 studio building program during the last sixteen months.



YOU CAN
BUY AMPLE
Light
Insurance
FOR ANY
REQUIREMENT

When you buy a Strong Lamp you buy the very latest type equipment.

*For Sale
by
Independent
Supply
Dealers*

Strong

HIGH INTENSITY
AUTOMATIC
REFLECTOR
ARC LAMPS

STRONG

The Strong Electric Corporation
2501 Lagrange St., Todelo, Ohio
Export Office: 44 Whitehall St., New York City, N. Y.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.
☆ indicates productions that have received A-P Merit Award.

◆

***Africa Speaks**—Columbia (75). Actual photographic records of the Colorado-African expedition; truly an achievement. (Oct. 7)

Along Came Youth — Paramount (75). Amusing story starring Charles (Buddy) Rogers which should get over big with most audiences. Comedy honors go to Stuart Erwin. (Dec. 16)

A Lady's Morals — M-G-M (83). Grace Moore and Reginald Denny in an elaborate and, at times, a dazzling production of the story of "Jenny Lind." (Dec. 2)

***Bachelor Father**—M-G-M (76). A wow of a comedy in which Marion Davies injects her best talents; first class entertainment despite the title. (Dec. 30)

***Big Trail**—Fox (125). Impressive epic of pioneer western days with love interest provided by John Wayne and Marguerite Churchill; first rate entertainment. (Nov. 4)

***Billy the Kid**—M-G-M (95). Colorful saga of one of the old West's most dangerous of men; excellent cast headed by John Mack Brown. (Oct. 21)

Brothers—Columbia (78). Talker version of the stage success of the same name; sure-fire entertainment with Bert Lytell giving a splendid performance. (Nov. 11)

Boudoir Diplomat — Universal (72). Sophisticated comedy of diplomacy and loves, gorgeous costumes and gowns; Ian Keith and Betty Compson gives excellent portrayals. (Dec. 23)

Cat Creeps — Universal (76). Mystery thriller expertly produced with an excellent cast headed by Helen Twelvetrees and Raymond Hackett. (Nov. 18)

***Charley's Aunt** — Columbia (87). The popular story remade with Charlie Ruggles as the center attraction; 100 per cent entertainment for those who don't take their picture fare too seriously. (Dec. 16)

***Check and Double Creck**—Radio (75). Amos and Andy are the whole show working every minute to keep the laughs at a steady flow. Should be a money-maker anywhere. (Oct. 28)

Derelict—Paramount (75). Thrilling sea story which rates better than average entertainment. George Bancroft and William Boyd (of stage fame) play the leading parts. (Nov. 25)

Devil With Women—Fox (65). The picture has the usual McLaglen flavor and can be counted for entertainment. (Nov. 11)

***Devil to Pay**—United Artists (78). Subtle comedy-drama which gives Colman his best role; can be classed as one of the finer pictures of the current season. (Dec. 23)

***Doorway to Hell** — Warner (77). Realistically portrayed melodrama of racketeers and gang wars; Lew Ayres gives another outstanding performance. (Nov. 25)

East Is West—Universal (72). Talkie version of the popular stage play having been made before in silent form. Lew Ayres registers in his first dramatic role while Lupe Velez is well cast. (Nov. 18)

Ex-Flame—Liberty (72). Modernized version of "East Lynne"; Marian Nixon displays marked ability in the leading role. (Dec. 30)

Fast and Loose — Paramount (71). Light farce which rates only as a fair programmer with the cast practically unknown to movie fans. (Dec. 16)

***Feet First**—Paramount (93). Sure fire entertainment for the whole family, the familiar Lloyd stunts predominating. (Nov. 18)

Fighting Through — Tiffany (60). Ken Maynard and his horse, Tarzan, should be liked in this fast moving western thriller. (Dec. 30)

Fourth Alarm — W. Ray Johnston (60). Thrilling melodrama of fire fighting with Nick Stuart as the hero and Ann Christy as the girl he rescues. (Dec. 16)

Girl of the Golden West — First National (80). Appeal to present day audiences questionable; might serve to satisfy the old timers. Ann Harding good but does not fit her part as a saloon proprietress. (Nov. 11)

Last of the Lone Wolf—Columbia (71). Bert Lytell again impersonates the character created by Joseph Vance and gives a very able performance. Pretty fair entertainment. (Nov. 4)

***Laughter**—Paramount (97). Well acted and directed picture, offering the best in sophisticated drama and human emotions, featuring Nancy Carroll and Frederic March. (Nov. 11)

Life of the Party—Warners (70). Typical Winnie Lightner offering that gets away to a slap-bang start and doesn't let up. (Nov. 4)

***Lightnin'**—Fox (80). Excellent piece of entertainment enhanced by the brilliant dialogue of Will Rogers. (Dec. 9)

Madonna of the Streets—Columbia (75). Better than average program material with satisfactory performances played by Robert Ames and Evelyn Brent. (Dec. 23)

Maybe It's Love—Warners (74). Good entertainment with timely football angle; most of the comedy is furnished by Joe E. Brown. (Nov. 4)

Morocco—Paramount (83). Story of the French Foreign Legion which marks the first appearance of Marlene Dietrich, new German star. (Dec. 9)

Night Work—Pathe (94). Human interest drama which rates as good entertainment for the whole family. Eddie Quillan furnishes most of the laughs. Dec. 2)

Oh, for a Man—Fox (86). The feature is good for many laughs; Reginald Denny and Jeanette MacDonald gives good performances. (Nov. 18)

Princess and the Plumber—Fox (72). Charles Farrell in a made-to-order part as the plumber, while Maureen O'Sullivan delightfully fits the part of the princess; should satisfy anywhere. (Dec. 30)

Remote Control—M-G-M (66). Will please even those patrons who are tired of Bill Haines and his wisecracking; re-instates the comedian as a favorite. (Nov. 25)

Reaching for the Moon — United Artists (—). A modern story of genuine fun which should register well at the box office for the Douglas Fairbanks' fans. (Dec. 30)

Right to Love—Paramount (80). An outstanding production expertly directed and featuring Ruth Chatterton; its appeal is mainly for adults. (Dec. 23)

See America Thirst—Universal (72). Good action comedy that should please generally; plenty of funny doings by Harry Langdon and Slim Summerville. (Dec. 9)

Scandal Sheet — Paramount (75). Newspaper yarn, well directed and well acted, but a bit far-fetched, with George Bancroft as the managing editor of a daily newspaper. (Dec. 30)

Scotland Yard—Fox (71). Improbable story but the picture packs a wallop and is loaded with entertainment and sustains an element of suspense throughout. (Oct. 28)

Sin Takes a Holiday—Pathe (81). Constance Bennett delivers another fine portrayal in this opus threaded with brilliant dialogue; great for the women folks. (Dec. 9)

Sinner's Holiday—Pathe (60). Story of amusement park life which makes good entertainment anywhere; Grant Withers and Evelyn Knapp play the leading roles. (Dec. 2)

***Sins of the Children**—M-G-M (90). Story of a German-American whose life and love are centered around his children. Good entertainment with a moral. (Aug. 19)

Soup to Nuts—Fox (65). Rube (Cartoonist) Goldberg story which will bring many laughs; Ted Healy heads the cast. (Nov. 4)

Sunny—First National (75). Another musical, although not outstanding, turns out to be a pretty fair piece of entertainment with Marilyn Miller as the star. (Dec. 9)

Third Alarm—Tiffany (79). Popular appealing action drama glorifying the fighters of the flames; Anita Louise and James Hall play the leading parts. (Dec. 2)

Today — Majestic (80). Good entertainment for intelligent trade; Conrad Nagel gives a splendid performance. (Nov. 25)

Tol'able David—Columbia (75). A screen classic which spells box office in a big way and puts Richard Cromwell on the road to fame. (Nov. 18)

***Tom Sawyer** — Paramount (75). The famous Mark Twain story expertly interpreted on the screen by Jackie Coogan in the title role with an excellent supporting cast. (Dec. 2)

Trails of Danger—Big 4 (60). Will please where westerns are still popular; cast of favorites including Wally Wales, Jack Perrin, and Pete Morrison. (Nov. 11)

***Unholy Three**—M-G-M (72). Lon Chaney and Lila Lee in the talkie version of the silent success made a few years ago. Chaney ably displays more of his talents in his first audible attraction. (July 15)

Up the River—Fox (92). Plenty of laughter in this opus of jail life. Tracy and Hymer make a good laugh combination. (Oct. 28)

Utah Kid—Tiffany (60) Rapid fire action western that should satisfy the cowboy fans; Rex Lease and Dorothy Sebastian are the pair involved in the love plot. (Dec. 2)

War Nurse—M-G-M (82). War picture emphasizing the woman's side of the world conflict; excellent cast headed by Robert Montgomery, June Walker and Anita Page. (Dec. 16)

Widow from Chicago—First National (64). Racketeer story with the action paramount; Alice White is seen in a different characterization while Edward G. Robinson chalks up a brilliant performance. (Dec. 23)

The Sign of Service—The Mark of Value

AFFILIATED THEATRE SUPPLY DEALERS
EFFICIENCY SERVICE

AFFILIATED THEATRE SUPPLY DEALERS

A Nation-Wide Organization of Independently Owned Stores

Are You An "EASY" Buyer of Theatre Equipment?

WHEN a theatre supply house tells you this or that piece of equip- is "better" what is your reaction?

If you are an "easy" buyer you take the claim hook, line and sinker—but there are mighty few such "easy" buyers left in the theatre field. Affiliated Theatre Supply Dealers, doing business with over 80 per cent of the theatres throughout the country, offer equipment on a price-and-quality-comparison basis. The wise buyer of theatre equipment makes sure, **before** he buys, that what he pays his money for is the equipment he needs, the quality he needs, and that the price is right, in line with quality and performance.

EVERY Affiliated Theatre Supply Dealer buys for his store stock with these thoughts uppermost in mind: To **sell** equipment we must **buy** right, ourselves. We have the whole theatre equipment manufacturing field to choose from. We are bound by no rigid ties to any manufacturer. We are obligated only to our customers. We must deliver to our customers theatre equipment that will stand every test of price and quality—equipment on which we can fearlessly tell our customers, compare this, quality for quality, price for price, with anything else that may be offered you. Let our merchandise, not our salesmanship, be the deciding factor in what you buy from us.

You can buy higher-priced equipment, from booth to screen, than you will find in any A. T. S. D. store—but higher prices do not prove higher quality, nor does paying the higher price prove you to be a wise buyer. You will depend on the independent in the end!

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

From These **36 INDEPENDENT STORES**

SERVICE THAT SERVES

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Charlotte, N. C.: Carolina Theatre Supply Co., 206 So. Poplar St.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 1705 E. 21st St.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.: B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington, D. C.: Ben Lust Theatre Supplies, 308 2nd St.

Mail this Order
to Your Nearest
A.T.S.D. Store.

AFFILIATED THEATRE SUPPLY DEALERS

Order by Mail
Satisfaction
Guaranteed!

36 STORES FROM — AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS — COAST TO COAST

YOUR ORDER NO. ____________

______________________________ DEALER

Date ____________________ 193____

Ship to:

Name of Owner ______________________________

Theatre Name ______________________________

Street Address ______________________________

City ______________ County ____________ State ____________

Shipping Point ______________________________

X marked in space shows way order is to be shipped.

Freight ________

Express ________

Parcel Post ____________

Parcel Post Insured ________
Add 5c for order up to $5; 8c for order between $5.00 and $25.00; 10c for order between $25.00 and $50.00. Over $50.00 should be shipped by express.

We request order be shipped by freight, over ______________________________ Railway.

Enclosed Find ______________________ for $______________ to include P. P. Charge. Check—M. O.—Draft

QUANTITY	ITEMS	PRICE	TOTAL

A. P. 1-6-31 Signed ______________________________ Pres. Treas. Mgr.

WELDED WIRE

SOUND REELS

A Reel For Every Purpose

THREE TYPES

TYPE 'A' - ONE PIECE - ALL WELDED
10 in. with 2 in. Drum — 11 in. with 5 in. Drum
14 in. with 4 in. Drum — 15 in. with 5 in. Drum

TYPE 'B'-THREE PIECE-BAKELITE DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

TYPE 'C' - THREE PIECE - METAL DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

All Reels---Bright Cadmium Plated

Special Reels For Wide Film

WRITE US FOR QUOTATIONS ON OUR PRODUCTS

Universal Electric Welding Co.
90 Webster Ave., Long Island City, N. Y.

"Penn Acoustical Felt"

—AND—

"Penn Felt Carpet Linings"

100% ALL HAIR PRODUCT

Odorless, Moth and Vermin-proof and

FIRE RESISTANT

Manufactured in any width up to 9 ft. by 60 ft.—Seamless.
Samples and prices on request.

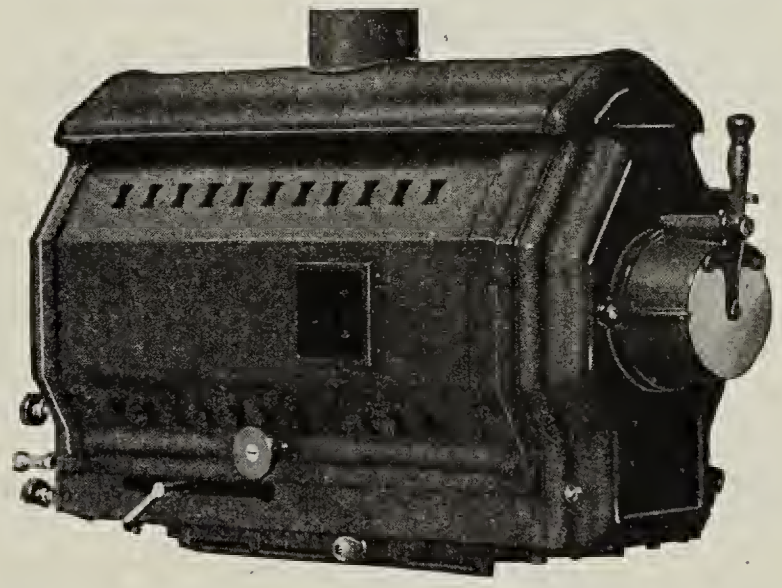
Manufactured by:

WM. SCHOLES & SONS, INC.
2nd & Indiana Ave. Philadelphia, Pa.

MAXIMUM LIGHT *at* MINIMUM COST *with*

Brenkert

LOW INTENSITY REFLECTOR LAMPS



DESIGNED to meet modern requirements, these sturdy lamps give an intensely white light, evenly distributed at a minimum of operating expense.

Exclusive features insure ease of operation and uninterrupted service. Brenkert low intensity reflector lamps prove their superiority in use.

Write today for latest
complete catalogues, or
see one of these lamps
at independent dealers.

Brenkert

Brenkert Light Projection Co.
Engineers and Manufacturers.
St. Aubin at East Grand Blvd. Detroit, Mich.

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

MINUSA MINUSA

You Cannot
Be Wrong
if you
Start the
New Year
With a

MINUSA
Sound Screen

MINUSA CINE SCREEN CO.
2665 Morgan St. Louis, Mo.

The Bifocal F2.0 Super-Lite Lens

This new convertible Projection Lens that meets all the requirements presented with the use of both Sound and Silent Film, without changing the Projection Lens in the machine.

The manner in which the sound picture is shifted and centered on the screen is just another quality of this wonderful product.

Projection Optics Co., Inc.
330 Lyell Ave., Rochester, N. Y., U. S. A.

MERRY
CHRISTMAS
to our
EXHIBITORS
and a few
SUGGESTIONS

The
HOUSE ORGAN
no Exhibitor can
Afford to be
without.

For Sale by all
Leading Dealers.

RADIO-MAT
PATENTED
RADIO-MAT SLIDE Co. MAKERS
NEW YORK

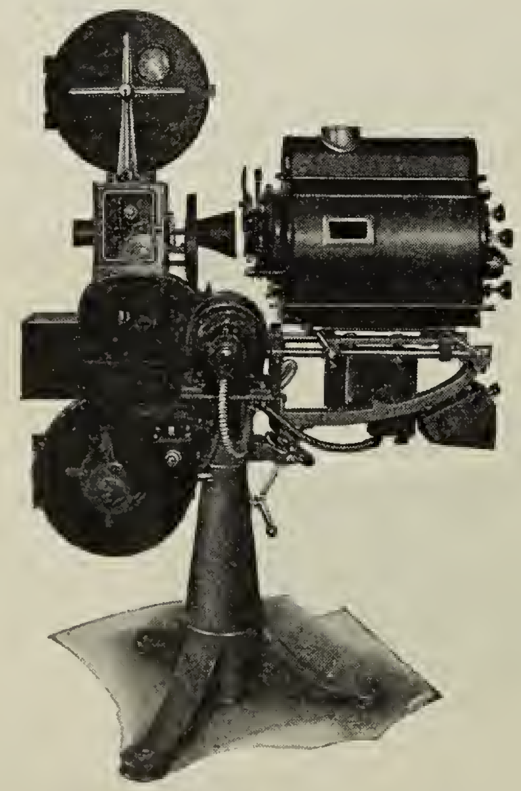
Let Your Audiences Sing Christmas Songs — Make Special Christmas Announcements — Have Amateur Stunts in Your Christmas Program. Procure Special Christmas Advertisements. Easily and Economically Project All These Specialties With

RADIO-MAT SLIDES

IS THE STATIONERY OF THE SCREEN

RADIO - MAT SLIDE CO., INC.,
Manufacturers
NEW YORK CITY

Announcing New Model "U"



Model "U"
Showing Its Application to
RCA Photophone

Superior Projector

Universally Adapted to All Types of SOUND REPRODUCER EQUIPMENT for Either Film or Disc Recording.

Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.

Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by
Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

FOUR PAIR low intensity lamps and rectifiers cheap for cash. Strong Lamp Co., 416 Film Bldg., Detroit, Mich. 1-27

ONE ROLL King's acoustical felt; cost $35; will take $25. Queen Theatre, Pilot Point, Texas. 1-6

TWO SIMPLEX, perfect condition, $750; Kipp talking equipment for $350; will sell together or separate for cash. G. W. Belcher, Iowa Park, Texas. 1-6

ROYALTONE disc equipment in fine condition; seven tube amplifier; Wright-DeCoster speakers. Can be had on very easy terms at a low price. Call or write Jenkins Music Co., Wichita, Kas. 1-13

EQUIPMENT WANTED

TWO USED SIMPLEX machines. Regent Theatre, Wayland, Neb. 1-6

USED SIMPLEX mechanisms and machines in any condition. Highest cash prices. We pay freight. Northern Theatre Supply Co., 19 Glenwood Ave., Minneapolis, Minn. tf

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POSITIONS WANTED

PROJECTIONIST — Six years' experience, Simplex or Powers machines; any disc sound; any light; will go anywhere. Write or wire. La Vern Simpson, Box 293, Kingsville, Texas. 1-6

THEATRES FOR SALE

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 1-6

262-SEAT HOUSE; splendid sound; owner old; retiring from all business. Inquire quickly. Lyric Theatre, Waterloo, Ind. 1-6

LEASE on one of Virginia's finest and best theatres; one of the best sound houses in the universe costing around one hundred and fifty thousand; also lease on silent house located in a real live and up-to-date section. For further information write or wire R. W. Sherrill, Lincoln Theatre, Marion, Va. 1-6

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 1-6

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad_________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

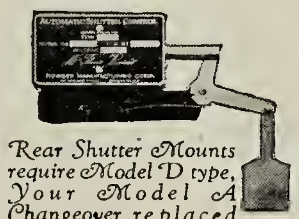
AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

Automatic Shutter Control

with 3-wire circuit foot switch

The Standard Changeover

Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.



Rear Shutter Mounts require Model D type, Your Model A Changeover replaced with Model D type. Liberal Allowance for Model A.

Simple for mounting and replacements; every part machine tooled and precision assembled. Special wound coils for D. C., any voltage, and for A.C., any voltage and frequency. 3-wire circuit foot switch allows synchronization of all projectors with effect machine.

DOWSER MFG. CO.

691 Lincoln Place -:- Brooklyn, New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. ......William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. .....1910 K St. N. W.

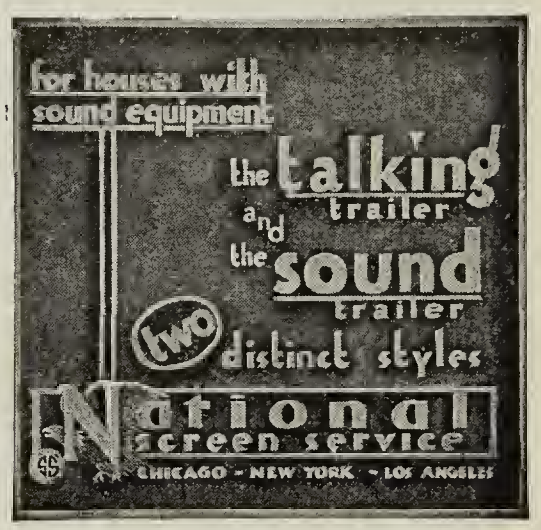
STRONG

HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL

KOOLER-AIRE

NATURE'S REFRIGERATION



NAN
FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.

Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.

MINUSA
SOUND SCREEN
For Steady Patronage

GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster [illegible]

Boom-Time Records Fall!..
A New Star is Born!..
"MOROCCO"

"Marlene Dietrich lives up triumphantly to her enthusiastic advance notices. One of the real personages of the cinema."
—*N. Y. Herald Tribune*

•

"She will be Paramount's box office queen of 1931. Movie audiences will be fascinated by her."
• —*N. Y. Daily News*

"Miss Dietrich is a great beauty, thoroughly fascinating. A real find!" —*N. Y. Mirror*

•

"She will develop into a big box office name."
• —*N. Y. Graphic*

"A magnificent actress, alluring, fascinating. Should be popular." • —*N. Y. Sun*

"A new star of the first magnitude! All the nice things promised for her are true. She compels breath-taking attention."
—*N. Y. Eve. World*

MARLENE DIETRICH

GARY COOPER

Josef von Sternberg's Superb Love Drama

ADOLPHE MENJOU

PARAMOUNT

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., JANUARY 13, 1931 Number 8

RIDING HIGH IN BROADWAY'S AMUSEMENT HEAVEN!

Lawrence TIBBETT Grace MOORE
NEW MOON
ASTOR THEATRE
NEW MOON

The $2 Leader of the Industry!

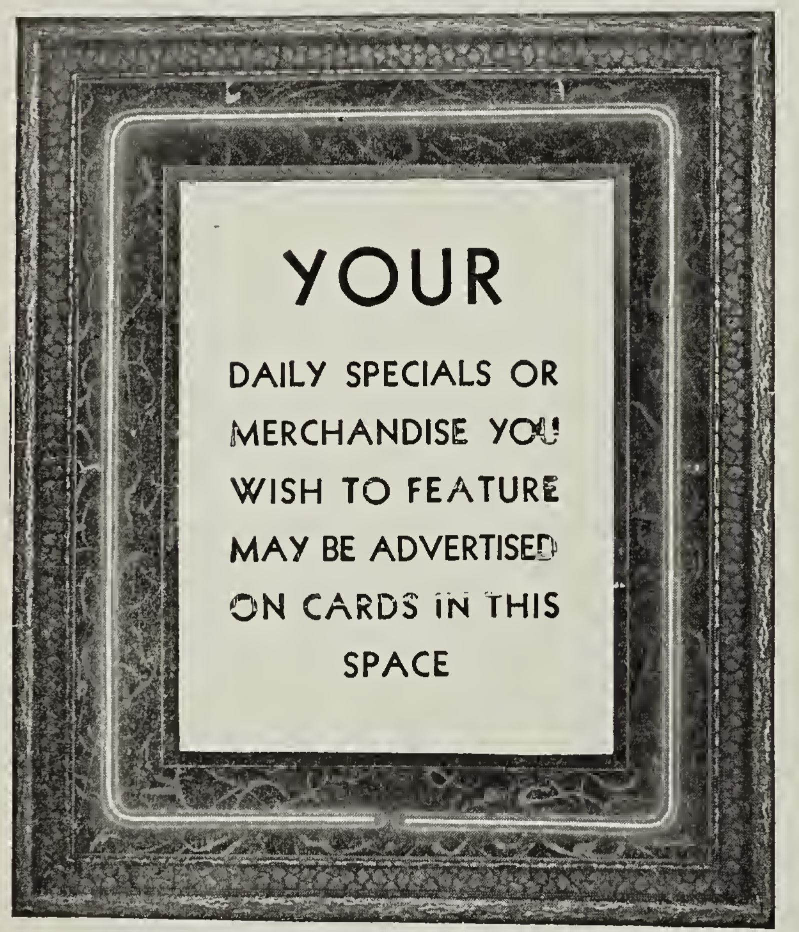
with ADOLPHE MENJOU
Roland Young.
Book and Lyrics by Oscar Hammerstein, 2nd, Frank Mandel, Laurence Schwab.
Music by Sigmund Romberg.
Directed by Jack Conway.

METRO-GOLDWYN-MAYER

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

Unbelievable But True!

A Genuine NEON SIGN for Only.... **$25.00**


YOUR
DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.

CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899

THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street KANSAS CITY, MO.

◆ ◆

M. E. CUFFEL
Editor and Manager

MOVIE AGE

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

STEFFEN TO KEEP CLOSED SUNDAYS

Wessington Springs, S. D.—R. J. Steffen, who operates the local movie theatre, has lost his hard and long fight for Sunday movies. Denied a permanent injunction to restrain the city from interfering with his Sunday shows, Steffen says that he will keep his theatre, the Lyric, closed on Sundays henceforth. Judge F. B. Smith in district court at Mitchell decided against Steffen, holding that the city ordinance prohibiting the Sunday shows is not in conflict with the state constitution, as claimed by the theatre owner.

At the same time, however, Judge Smith, in his opinion, took a left-handed rap at Wessington Springs.

"The city has a right to vote and pass such an ordinance, and if the people are so narrow-minded as to vote for it, the city has a right to enforce it," said Judge Smith.

Steffen continued to keep the Lyric open on Sundays even after the passage of the ordinance which he claimed to be illegal. He was arrested seven times and released without bail six times. A jury, which heard the case, acquitted him the seventh time. Following this acquittal, he sought the injunction which Judge Smith denied him.

TWO ADDED TO "LAST PARADE"

Hollywood—Edmund Breese and "Vivi" have been added to the cast of Columbia's Pictures' post-war drama of gangland and the modern racketeer, "The Last Parade." Erle C. Kenton is directing and an imposing cast includes Jack Holt and Tom Moore, teamed for the featured male roles, and Constance Cummings, new Columbia discovery, in the leading feminine part.

"Vivi" is a former Chicago newsboy, who by his natural talent and ability to entertain, earned enough money to finance a college career for himself at the University of Chicago. Upon graduating "Vivi" decided upon a theatrical career and so became a club entertainer at Chicago, specializing in character impersonations. Vaudeville engagements followed until he was offered his initial picture opportunity in "The Last Parade."

"CRIMINAL CODE" GIVEN 5-A RATING

Ben Marcus, manager of the Minneapolis Columbia Film Exchange, is elated over the fact that the Columbia release, "The Criminal Code," starring Walter Huston, was given a 5-A rating by Merle Potter, drama editor of the Minneapolis Journal, in the latter's revue in the Sunday Journal. This is the highest rating possible under Mr. Potter's system and denotes an "extraordinary picture." It is one of the few releases to win such a tribute from the Journal drama editor.

The picture packed the RKO Orpheum all through last week and Mr. Marcus is confident that it will "mop up" all through the territory. It is a gripping drama of life behind the prison bars and exposes the weakness in both the American system of dispensing legal justice and the manner of punishing offenders.

Reopening

Sheboygan, Wis.—The Van der Vaart Theatre here has been reopened by the B-J-M Amusement Co. of this city. Timothy Johnson, president of the company, and John Van der Vaart, acting in behalf of the Van der Vaart Realty company, completed the deal for a long lease. The house has been closed since the Blumberg enterprises, its former operators, quit in 1929.

INCREASE CAST OF "THE FLOOD"

Hollywood — Frank Sheridan, well known character actor, will depict the role of David Bruce, Sr., and William V. Mong, also celebrated for his character delineations, will portray the role of Colonel Marshall in Columbia's tale of life in the Mississippi Valley, entitled "The Flood." James Tinling is directing with Monte Blue in the leading role and Eleanor Boardman in the featured feminine part.

UNABLE TO STOP "BIRTH" REISSUE

Efforts of Mayor W. F. Kunze and a group of Negroes to halt the showing of "The Birth of a Nation" at the Lyceum Theatre in Minneapolis and the Garrick Theatre in St. Paul proved unavailing last week. The Triangle Film Co., distributors of the picture, carried their fight into court and obtained orders prohibiting interference with the performers.

Mayor Kunze served notice on Hugh Andres, manager of the Minneapolis Lyceum, forbidding the showing of the picture. His action followed complaints from delegations of Negro citizens who alleged that the picture would provoke race hatred. Mr. Andres, however, was successful in securing a restraining order from the district court, preventing the police department or mayor from stopping the picture.

The picture, re-issued with sound equipment, did a big business both in Minneapolis and St. Paul.

EMIL JANNINGS TO RETURN HERE

New York—Emil Jannings, eminent German actor, has been signed again to a contract by Paramount, for whom he worked in American-made films back in the silent days. He will come to this country to appear shortly in a talking picture called "The Man I Killed," from a play by Maurice Rostand.

This film will be made at the Paramount New York studio, under the direction of Ernst Lubitsch, under whom Jannings achieved some of his most notable triumphs, beginning with "Passion." This will be the first time that Jannings has worked in the East. After adding to his laurels in "The Patriot" and "The Last Command," Jannings left the Hollywood studios, where his last picture was "Betrayal," and returned to Germany when talking pictures developed.

New Fox Exchange to be Erected Here Soon

Further indications of the prosperity of the film industry in the Northwest and its confidence regarding the future outlook are found in the announcement of M. A. Levy, manager of the Fox exchange in Minneapolis, that a new $50,000 building is to be constructed immediately to house the Fox Film Company which now is located at 38 Glenwood avenue.

The new quarters, providing twice as much space as the present building, are made necessary by the enormous growth of business during the past year and the prospects of even better results during 1931, according to Mr. Levy.

"We have outgrown our Glenwood avenue quarters where we have been located for the past eight years," says Mr. Levy. "The additional space is required to handle our business properly and to enable us to give Northwest exhibitors the finest of service."

The new exchange will be located on First avenue north, opposite to the Paramount exchange. Plans for the structure already have been drawn and work will start within 30 days. It is expected that the building will be ready for occupancy by May 1.

The building will be two stories in height and 50 by 100 feet. It will be modern in every respect, including the finest and most up-to-date equipment available. A theatrette, seating 40 people, will have Western Electric sound equipment.

Other new film exchanges built in Minneapolis during the past year include those of Warner Brothers, Columbia and Tiffany. The buildings occupied by Paramount, United Artists and Educational also are comparatively new. All together they constitute evidence of confidence in the future for the film industry in the Northwest, it is pointed out.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

M P T O A Consolidation to be Discussed Again in Chicago

Allied Calls Independent Convention for February 10 and 11; To Be First National Meeting of Body

Although Allied States Association of Motion Picture Exhibitors has been organized more than two years, its first national convention will be inaugurated February 10 and 11 in Chicago. An Allied convention has been expected since its inception in 1928, but it was necessary to lay the groundwork for a national body before an effective conclave could be called.

The Chicago convention is not limited to Allied members, it is understood. Every independent exhibitor in the United States is invited to attend. Among the important matters that will confront the meeting will be the amalgamation of M. P. T. O. A. and Allied States. The consolidation, reported last week as off, is not cold entirely, according to those who are well informed, despite the fact that the Allied directors rejected the proposal in Chicago two weeks ago. Their reasons for putting thumbs down on the merger are said to be due to their fear that the independents would be in the minority.

The feasibility of the consolidation is still under discussion. Advantages and disadvantages have been attacked from all sides and a definite stand on the proposition is expected to be reached at the Allied meeting in February.

MAGAZINE AWARDS FOR GOOD FILMS

New York—Motion pictures of outstanding merit, considered suitable and interesting to both adult and child audiences, will be awarded an approving seal by "The Parents' Magazine."

The first awards of this seal of approval have been made to the current films: "Abraham Lincoln," "Tom Sawyer," "A Lady's Morals,," "At the Bottom of the World," "Grumpy," "Lightnin'," "Around the World with the Graf Zeppelin," "Once a Gentleman," "The Silent Enemy," "Song O' My Heart," "With Byrd at the South Pole."

Officially interested and cooperating in the publication of "The Parents' Magazine" are Teachers' College, Columbia University, University of Minnesota, University of Iowa, and Yale University.

PUBLIX COLUMBIA DEAL IS CLOSED

New York—Publix and Columbia Pictures have announced the closing of one of the most important film contracts consummated this season, involving bookings in more than 500 theatres.

Through the terms of this agreement Publix has contracted for the entire 1930-31 Columbia product of twenty features and seven series of shorts to be exhibited in the circuit's theatres from coast to coast.

According to the agreement, Columbia is assured an outlet in every city and important community in the United States through the vast Publix circuit of playhouses. The contract provides that in addition to the theatres now owned or controlled by the Publix circuit, representation will be given Columbia's product in any additional theatres, control of which shall be acquired, where the Columbia service is available.

NEW CONTRACT TO MELVILLE BROWN

Hollwood—Melville Brown, who just completed "Private Secretary" for Radio Pictures, has been signed to a new term contract, according to announcement by William LeBaron, vice-president in charge of production.

Since joining the studio's directorial forces a little over a year ago, Brown has filmed six features, among these the Amos 'n' Andy starring film debut, "Check and Double Check."

Brown started his directing career with Charlie Chaplin, for whom he made "A Dog's Life" and "Shoulder Arms."

PARA. TO MAKE "UP POPS DEVIL"

Hollywood—"Up Pops the Devil," light-hearted comedy of modern marriage in Greenwich Village currently being presented on the New York and Los Angeles legitimate stage, will be produced by Paramount as a talking picture co-featuring Carol Lombard and Norman Foster.

MAY ROAD SHOW "EAST LYNNE"

Hollywood—Road showing for "East Lynne" in advance of its regular release are under consideration by J. R. Grainger, vice-president in charge of distribution for Fox Films. After viewing scenes from the picture during his visit to Hollywood, Mr. Grainger announced that he was seriously studying the advisability of making an exception to the policy inaugurated about three months ago by which Fox Films would road show no more pictures.

The entire picture has been filmed in sequence, and Director Frank Lloyd predicts that there will be no cutting when it is completed.

"MUSKETEERS" FOR CHAS. ROGERS

Hollywood—"Manhattan Musketeers," describing the rise and fall of an idolized jazz band leader, is to be filmed by Paramount at the Hollywood studios as a comedy talking vehicle for Charles Rogers, Skeets Gallagher and Stuart Erwin and as a companion picture to the successful "Close Harmony," in which the two first named players appeared.

Rogers, who has just returned to the West Coast following a European vacation and an appendicitis operation en route homeward, has been cast as a syncopating man of the hour whose affairs of the heart in "Manhattan Musketeers" cause trouble for his manager, Gallagher, and his drummer, Erwin. Edward Sutherland, codirector of "Close Harmony" and director of the Jack Okie films, "The Social Lion" and "The Gang Buster," has been assigned to the new production, Lasky stated.

NO PRICE REDUCTION IN SIGHT FROM ERPI, SAYS SALES MANAGER

New York—There is no prospect of lower prices for sound picture equipment, according to C. W. Bunn, sales manager of Electrical Research Products, Inc., in an authorized interview.

Said Mr. Bunn: "I am sometimes asked by exhibitors when the prices of reliable sound apparatus for theatres are going to come down. My answer is that, so far as our company is concerned, there is no prospect of any reduction. Believing as we do, that the future of the sound picture depends upon a high standard of quality, the resources of our company are being principally devoted to maintaining and improving that quality.

"The public is simply not willing to stand for poor sound, and if more people are to be attracted to theatres, a lot of theatres which are now giving indifferent reproduction have got to improve it, and theatres which have not yet bought, might just as well not buy if the price consideration is to be foremost.

"As evidence that it is impossible to try and manufacture adequate equipment to meet a price basis, it is only necessary to point to the records. Over 116 manufacturers have gone out of business trying to manufacture on a policy of cheap prices with no service.

"Such reductions in price as our company was able to put into effect in 1929 and 1930 came about as a result of economies in large scale manufacture and the fact that the widespread installations of our equipment throughout the country enabled us to service them at a lower cost per theatre. Lower costs to be expected from simplified design are not in the picture at present because the tendency in the studios as a result of the introduction of noiseless recording is to make pictures even better than before, and this throws even greater responsibility on the projecting apparatus in the theatre to reproduce such pictures up to the standard. Our service organization right now is tuning up Western Electric installations in theatres all over the country so that they will be able to do justice to these new pictures as they come from the studios, and the problem for the exhibitors, therefore, as I see it, is to set their minds to giving their patrons the best, and not waste time waiting for bargain prices on equipment.

"It is natural for exhibitors to want to buy at the lowest possible price, but many of them who are now awaiting lower figures lose sight of the fact that since the introduction of sound, prices have been reduced to a point where reliable equipment can now be bought for less than the average theatre used to pay for suitable musical accompaniment for their silent pictures.

"Our own company's policy has been to make only a reasonable profit over and above our costs. Prices will not be reduced simply to meet competition. Indeed, looking ahead to 1931, it seems to me that if we are to maintain a fair margin of profit this year, the trend of prices on theatre equipment capable of providing the new standards of reproduction is more likely to be upward than downward."

PICTURE BUSINESS

RECENTLY M. A. Lightman, president of the M.P.T.O.A., made the statement that to be successful the smaller theatres will have to become de luxe houses. Now comes a letter from an erstwhile showman, who not only concurs with Mr. Lightman's views, but who also gives some pertinent facts. The letter is from Charles J. Giegerich, director of advertising and publicity for Pathe, who has had considerable experience as a showman in many sections of the country. We quote Mr. Giegerich's letter:

"The constant improvement in the scenes and settings of motion picture shave educated the public to an appreciation of artistic surroundings and the de luxe motion picture theatres have furthered and made real the desires of the public for comfort and refinement in places of amusement.

"Under analysis it will be found that the small neighborhood theatre can offer its patrons everything that the big town de luxe house can serve with the exception of an augmented orchestra and a stage show and it is extremely doubtful if the public desires stage shows to the extent that they will travel downtown and pay higher admission prices than are charged in the neighborhood theatre.

"With good sound equipment and adequate projection the neighborhood theatre can give its patrons the same high class music, the same dialogue and the same pictorial action and beauty that the de luxe house offers. And all that remains for the small house to more successfully compete with the big theatre is to make the neighborhood house more attractive in point of decoration and general style.

"The small house cannot install a great ornate lobby nor a towering starry dome over the orchestra pit, but artistic ingenuity and the expenditure of a reasonable sum of money can transform many small theatres into most attractive miniature picture palaces with appearances quite as alluring as the gigantic downtown theatre.

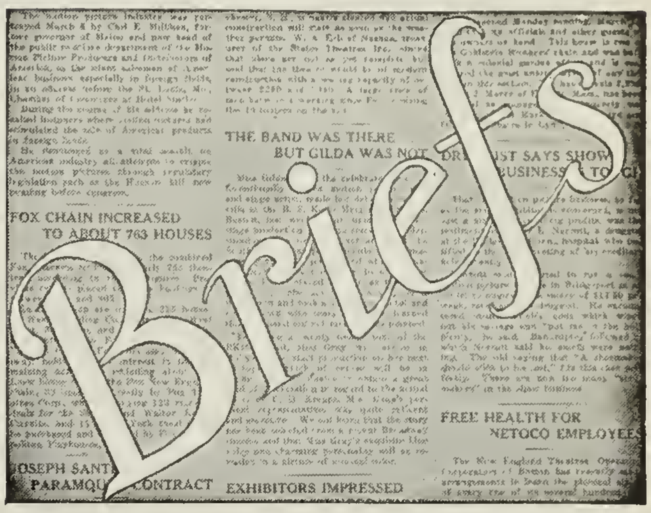
"Artistically arranged little theatres will be preferred and generously patronized by the public, but it should be remembered that the average showman is not necessarily an artist and the matter of decoration and redecoration of theatres should be placed in competent hands."

Those who have been contemplating improvement of their theatres will find no time like the present to begin this work. Investigation has brought out the fact that labor and materials are now much cheaper than in a long time. And, those who have not given a thought to the modernizing of their houses, may find it a worthwhile subject for their consideration.

* * *

ANYTHING worth while takes time to accomplish. True, there are wrinkles that will have to be ironed out before a merger of Allied and the M.P.T.O.A. is effected. But, somehow, we feel confident that these wrinkles will be ironed out. However, with the strong legislative programs that are mapped out against the industry in nearly every state in the Union and with the necessity for an united front in defense of exhibitors' interests, time is the essence of this merger. All that is necessary to be done, without undue delay, should be done to expedite the welding of the two national exhibitor organizations into one strong body.

Ben Shlyen


Briefs
THE BAND WAS THERE BUT GILDA WAS NOT
FOX CHAIN INCREASED TO ABOUT 763 HOUSES
JUST SAYS SHOW BUSINESS
FREE HEALTH FOR NETOCO EMPLOYEES
JOSEPH SANT PARAMOU CONTRACT
EXHIBITORS IMPRESSED

Western Electric sound system installations according to the latest report total 7,489, of which 4,862 are in the United States and 2,627 in the foreign field. In addition there are 292 review room installations.

* * *

The title of the new Richard Arlen vehicle has been changed by Paramount from the working title of "The Westerner" to "Gun Smoke." Mary Brian has the feminine lead in this audible picture, which is from an original story by Grover Jones and William Slavens McNutt, dealing with Eastern bad men who go out to shoot up the West.

* * *

Adolphe Menjou has been assigned the chief male role in Metro-Goldwyn-Mayer's production of "Among the Married," the adaptation of Vincent Lawrence's successful stage comedy of the same name.

* * *

Jackie Cooper, one of the "our gang" players who appeared on the screen under the direction of Hal Roach, has been borrowed from that producer to play the title role of "Skippy" in the Paramount talking version of the book and cartoon strip originated by Percy Crosby.

* * *

Pathe handed Eddie Quillan a new contract this week when the youthful comedian arrived at the Culver City Studios following a personal appearance tour in the East in connection with showings of his latest starring vehicle, "Big Money."

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

" QUOTES "

ARCH REEVES

Publicity Director, Paramount Hollywood Studios.

"To me, the essential thing in any publicity or advertising campaign, is to peg the dominating factor, the strongest sales argument in that production and then to shoot the entire works on that peg."

"Min" "Paid" "Code" High Grosses Here

Minneapolis (week ending Jan. 9)—Three outstanding attractions brought prosperity to the showhouses that housed them the past week. They were "Min and Bill" at the Century, "Paid" at the Minnesota, and "The Criminal Code" at the RKO Orpheum. Each of the above trio won high praise from the critics and the enthusiastic approval of the fans. "Min and Bill," in particular, was an outstanding magnet, drawing packed houses at every performance and holding over for a escond week.

Aster—The Truth About Youth (First National), Loretta Young. **Business:** Fair. **Summary:** The romance of a noble-hearted guardian who wins the heart of his pretty young ward while trying to arrange her marriage to the man whom he thinks she loves. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News, Comedy, "Indians Are Coming" Serial.

Century — Min and Bill (M-G-M), Marie Dressler and Wallace Beery. **Business:** Very big. **Summary:** A knockout comedy-drama concerning a happy-go-lucky rough-house couple. **Entertainment Merits:** 90 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

Lyceum—The Birth of a Nation (Triangle), Lilian and Dorothy Gish. **Business:** Good. **Summary:** The old thriller improved by sound effects. **Entertainment Merits:** 80 per cent.

Lyric—Scarlet Pages (First National), Elsie Ferguson. **Business:** Fair. **Summary:** Highly artificial melodrama concerning a woman attorney who unknowingly defends her own daughter on trial for murder. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

Minnesota — "Paid" (M-G-M), Joan Crawford. **Business:** Big. **Summary:** The dramatic story of a pretty shopgirl who serves a prison sentence for a crime which she did not commit and then seeks revenge by marrying the son of the wealthy store owner responsible for her plight. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage Show, Sound News.

RKO Orpheum—"The Criminal Code (Columbia), Walter Huston. **Business:** Big. **Summary:** A thrilling, gripping and moving drama of life behind the prison bars; intensely realistic. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville, Sound News.

RKO Seventh Street — Hook, Line and Sinker (Radio), Bert Wheeler and Robert Woolsey. **Business:** Fair. **Summary:** Second consecutive week in loop of this mirth-provoking comedy.

State — The Bat Whispers (United Artists), Chester Morris. **Business:** Fair. **Summary:** A mystery thriller chock full of scares and laughs. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, Comedy and Screen Vaudeville.

PROMINENT STARS WITH EDUCATIONAL

Hollywood—Educational's early 1931 product will offer a striking lineup of box office names with a number of players of distinct priminence scheduled to appear in Educational's new comedies.

Glenn Tryon, of "Broadway" fame, was recently signed by Al Christie for an Educational-Vanity Comedy, "Happy Little Honeymoon," which has gone into production under the direction of Harold Beaudine.

Louise Brooks is another full-fledged star who has been signed for a two-reel Educational laughmaker. She will be seen in a Mermaid Comedy, titled "Windy Riley Goes Hollywood," based on an original story by Ken Kling, creator of the famous "Windy Riley" newspaper comic strip. In this same comedy will appear also Johnny Shaw a name more familiar to legitimate fans than movie fans. Mr. Shaw made his screen debut in Eddie Cantor's "Whoopee," and will essay an important role in the new Mermaid.

Although he made a large number of silent comedies for Educational, Clyde Cook was only recently signed for his first Educational Talking Comedy—a Mermaid—which has just been completed and titled "The Shooting of the Duck." Cook achieved remarkable success as comic relief in some of the biggest feature talking pictures, and his faculty for making even the smallest comedy part stand out in a picture has made him one of the most popular talking comedians.

Yola D'Avril is another big feature name to appear in a new Educational Comedy. The well-known French damsel was so highly successful in the Sennett Comedy, "A Hollywood Theme Song," that she was cast for an important role with Andy Clyde in the latest Mack Sennett Comedy, "The College Vamp."

FILM EXCHANGE
FILM EXCH

Moving Along Movie Row

Len S. Brown, former city manager of the Fon du Lac, Wis., theatres and at one time manager of the Strand Theatre in Minneapolis, has been promoted from the post of manager of the RKO Emboyd Theatre at Fort Wayne, Ind., to general manager of all the RKO theatres in Texas, Arkansas, Georgia and Alabama.

* * *

The State Theatre at Ironton, Minn., has reopened with sound equipment. R. L. Wahl is manager.

* * *

Charles Richards has assumed management of the Lyric Theatre at McIntosh, N. D.

* * *

Following the installation of Western Electric sound equipment and the completion of other improvements, the Empress Theatre at Rochester, Minn., has reopened.

* * *

Sound equipment has been installed in the Community Club House at Montreal, Wis., and it will be operated as a film theatre.

* * *

Rebuilt, redecorated and equipped with new sound paraphenalia, the Lyric Theatre at Eureka, S. D., reopened with "Billy the Kid."

A new oil burner heating plant has been installed in the Onawa Theatre at Onawa, Ia.

* * *

After being equipped with new sound mechanism and renovated and improved generally at a cost of $15,000, the Fox Lyric Theatre at Amherst, Wis., has reopened under the management of Myron A. Neumann.

* * *

New sound equipment has been installed in the Unique Theatre at Sisseton, S. D.

* * *

Remodeling of the Elk Point, S. S., opera house has been completed. The theatre will be used mainly as a community center.

* * *

E. E. Holmquist has renamed his repainted theatre at Centerville, S. D., the "New Broadway."

* * *

Ole Estrvig has leased the Star Theatre at Hurley, S. D., and will remodel the house before reopening it.

* * *

Daniel Frye of Minneapolis has leased the Memorial Theatre at Pine River, Minn., and will install sound equipment. The former operator was C. W. Rothgarn. The town has been without talkies.

FIVE FEATURES NOW IN WORK AT RADIO'S STUDIOS

Hollywood—Establishing a mark which shatters all previous records for simultaneous production, five pictures are being filmed at the Radio Pictures' studio, with two others in preparation.

Usually the accepted studio policy in Hollywod is to curtail production until after the holidays, but Radio's continued activity is in pursuance of the enlarged program recently announced by William LeBaron, vice-president in charge of production.

In the midst of production at the studio is the Bert Wheeler-Robert Woolsey comedy, "Assorted Nuts," which features Dorothy Lee and a strong supporting cast under the direction of Edward Cline. "Assorted Nuts" is an original story by Douglas MacLean and Al Boasberg, with dialogue sequences by Ralph Spence.

"Ladies for Hire" is being directed by George Archainbaud, with Betty Compson, John Darrow, Margaret Livingston, Gilbert Emery and Edgar Norton. The story is an original by Robert Milton and Guy Bolton. Wallace Smith prepared the script.

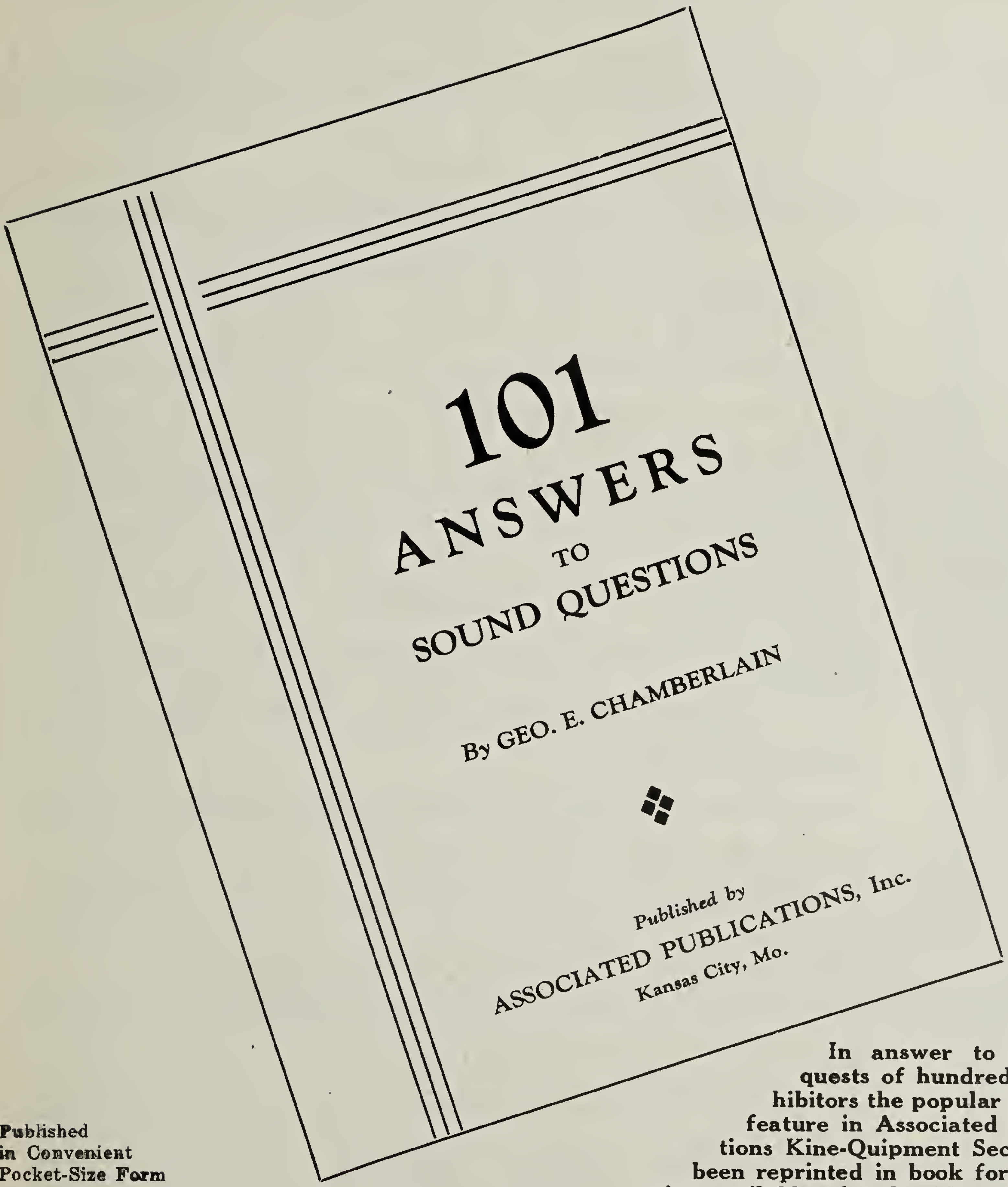
"Kept Husbands," featuring Dorothy Mackaill, Joel McCrea, Ned Sparks, Mary Carr, Clara Kimball Young, and Florence Roberts, is being directed by Lloyd Bacon.

The last of the "Broadway Headliner" series, produced by Lou Brock, is nearing completion at the studio, with Rosco Ates and Hugh Herbert heading a cast of celebrated stage stars.

"Private Secretary," an original story by Alan Brener Schultz, is in the first stages of rehearsal, with Melville Brown directing. The cast is composed of Mary Astor, Robert Ames, Ricardo Cortez, Kitty Kelly, Noel Francis, William Morris and Catherine Dale Owen.

Preparing are "Madame Julie" from the stage play by Irving Kaye Davis, which Victor Schertzinger will direct, and "Bachelor Apartment," featuring Lowell Sherman and Irene Dunne, with Sherman also directing.

"Bachelor Apartment" is a story by John Howard Lawson, adapted by J. Walter Ruben.



101

ANSWERS

TO

SOUND QUESTIONS

By GEO. E. CHAMBERLAIN

Published by

ASSOCIATED PUBLICATIONS, Inc.

Kansas City, Mo.

Published in Convenient Pocket-Size Form

In answer to the requests of hundreds of exhibitors the popular monthly feature in Associated Publications Kine-Quipment Section has been reprinted in book form, making available a handy aid to exhibitors encountering various sound equipment problems. "101 Answers to Sound Questions" has been especially prepared by George E. Chamberlain, recognized authority on sound equipment. This is not a treatise; not a book of theories; the questions asked are actual inquiries made by exhibitors on problems they have encountered and Mr. Chamberlain has answered them in brief practical form.

Worth $100.00 But given without cost to subscribers to any one of the ten Associated Publications.

SELECT THE TRADE PAPER YOU WANT—FILL IN COUPON BELOW AND MAIL TO-DAY.

THE FILM GROUP

AP

ASSOCIATED PUBLICATIONS

FILM TRADE TOPICS

Covering San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City territories.

MOTION PICTURE TIMES

Covering Dallas and Oklahoma City territories.

MOVIE AGE

Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL

Covering Kansas City and St. Louis territories.

Motion Picture DIGEST

Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW

Covering Detroit territory.

EXHIBITORS' FORUM

Covering Pittsburgh and Buffalo territories.

The OHIO SHOWMAN

Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS

Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW

Covering Atlanta, New Orleans, Charlotte and Memphis territories.

National in Scope
Local in Service

Date________________, 1930.

ASSOCIATED PUBLICATIONS, INC.,
Glover Bldg., Kansas City, Mo.

Gentlemen: Herewith find two dollars ($2.00) for one year's subscription to the publication checked below with which I am to receive without charge a copy of "101 ANSWERS TO SOUND QUESTIONS" by Geo. E. Chamberlain.

☐ Film Trade TOPICS	☐ The Reel JOURNAL	☐ New England FILM NEWS	☐ Motion Picture DIGEST	☐ Weekly Film REVIEW
☐ Motion Picture TIMES	☐ Exhibitors' FORUM	☐ The Ohio SHOWMAN	☐ Michigan Film REVIEW	☐ Movie AGE

Name______________________________Position______________________________
Theatre______________________________City and State______________________________

PRESSES ROAR... WIRES OF TITAN TRIUMPH

A GREAT STORY COMES THROUGH

Hollywood Pre-views Stagger Show Crowd -- World's Mightiest Out-door Attraction Smacks Film City for Terrific Reaction . . . .

TRADE PRESS IN UNRESTRAINED SWEEP OF ENDORSEMENT . . . .

It's On the Way Like the Titanic Land Rush It Portrays

EDNA FERBER'S
FABULOUS BEST SELLER

CIMA

BURN . . . AS NEWS WINGS ACROSS NATION

RADIO WRITES RED LETTER PAGE IN HISTORY OF SHOW ENTERPRISE.

WILKERSON, HOLLYWOOD REPORTER:—
Magnificent, human, thrilling intense saga of America . . . packed with action, humor and romance . . . an American classic that will thrill them . . . give them renewed pride in the achievements of their people . . . Yancey Cravat, a glorious lover . . . Wesley Ruggles has woven a beautiful pattern . . . His pace never lags . . . he has made a great picture . . . Ruggles given a great screen story by Howard Estabrook . . . Richard Dix, as Yancey, has the greatest role of his career . . . Irene Dunne's performance is splendid . . . Eddie Cronjager's camera shots of the land rush have panoramic sweep . . . locations and sets perfect . . . Wesley Ruggles and Richard Dix attain new heights.

EXHIBITORS HERALD WORLD:—
Reveals one of the most beautiful and dramatic love stories I ever have had the pleasure of witnessing on the screen . . . redolent with a love so true and so dramatic it enthralls those who behold its enfoldment . . . Dix reaches tremendous peak . . . Estelle Taylor gives the finest portrayal of her career.

MOTION PICTURE DAILY:—
Here is one built for the long runs . . . it's a picture of magnitude and sweep . . . Radio has put a lot of money into this production and the finished picture shows it . . . Everyone concerned in its making should be proud of the result.

RRON

RICHARD DIX
Irene Dunne
Estelle Taylor
Wm. Collier, Jr.
And a Grand Assemblage
of Superlative Artists
Directed by
WESLEY RUGGLES
Adaptation
HOWARD ESTABROOK

It's A Fast Moving Industry!

An Exhibitor Without a Trade Paper
Is Like a Ship in a Fog.

To Keep Up with the Times,
Locally and Nationally, Read
Your Home Territory Journal.

●

MOVIE AGE

$2.00 A YEAR

MOVIE AGE,
945 Andrus Building,
Minneapolis, Minn.

Rush me MOVIE AGE for the next 52 weeks.

Name______________________

Address______________________

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

The Blue Angel

Para.—100 Minutes

Emil Jannings and Marlene Dietrich star in a picture of beauty and impressiveness. Each is a drawing power and should pull well. It is the story of a professor who falls in love with an entertainer in the Blue Angel cafe. It traces his hardships and humiliations in a most dramatic way. Excellent performances are put over by the two stars.

ASSOCIATED MERIT AWARD PUBLICATIONS

The Man Who Came Back

Fox—80 Minutes

Cast: Charles Farrell, Janet Gaynor, William Holden, Kenneth McKenna, Mary Forbes, Ulrich Haupt. Directed by Raoul Walsh.

We generally think of the Gaynor-Farrell team in a musical. In their latest vehicle is a dressed up version of the stage play of the same name and it is far from a musical. It is a melodrama entertaining in spots and should make money because of the popularity of the stars. However, there are a few shortcomings in some over-melodramatic sequences, but they are incidental to the general appeal of the picture.

Charles Farrell plays the part of a wayward son of a rich man, who after several attempts at making good, starts a drinking life in San Francisco. There he meets Janet. Just as the romance is starting, Farrell is shanghaied and soon finds himself a dope addict in China. Janet follows him there and he makes an effort to stage a comeback in order to save her from following in his footsteps. They go to Hawaii where he becomes successful and at last there is a reconciliation with the father.

Raoul Walsh has done better directing in his career, but the presence of the popular pair should save it at the box office.—G.

The Dawn Patrol

Columbia—61 Minutes

Cast: Buck Jones, Charles Morton, Miriam Seegar, Erville Alderson, Ed LeSaint, Charles King, Hank Mann, Vester Pegg, Slim Whittaker, Charles Brinley. Directed by Christy Cabanne.

If your fans want action, romance, hard riding and some gun play, here it is. "Dawn Trail" has all the ingredients of a first rate western. Buck Jones is right there and so is the story and the direction. It's a well-mounted feature.

Buck is the sheriff in the sheep and cattle country where there is a squabble about a watering place in a valley. The hero is in love with Miriam Seegar, but when her brother kills a sheepherder, he has to decide between his love for the girl and his duty. He decides in favor of duty and goes after the brother to enforce the law. Then follows a series of incidents which dress up the picture for the appetite of the action-craving fans. And the appetite should be satisfied for there is action galore.

Everything works out nicely when the girl's father accidentally kills his son and Buck is relieved of his duty to prosecute his sweetheart's brother.

"The Dawn Trail" is good entertainment.—A. F. S.

Paid

M-G-M—85 Minutes

Cast: Joan Crawford, Robert Armstrong, Marie Prevost, Kent Douglas, John Miljan, Purnell Pratt, Hale Hamilton, R. E. O'Connor, Hyrrell Davis, Gwen Lee, George Cooper, Isabel Withers. Directed by Sam Wood.

"Paid" is a picture version of the celebrated stage play "Within the Law." It has been successful in silent form and its appeal is still strong. The new version follows the play accurately, although there have been a few additions.

Joan Crawford proves her dramatic ability in this feature. She should be more strongly entrenched as a star as a result of "Paid." She puts over a highly commendable performance. The cast has been selected with care and Director Sam Wood has given his best efforts. You can recommend "Paid." It should not disappoint.

Although crook stories are running wild at present, this picture is individual enough to overcome any similar ideas in plot. Joan Crawford takes the well-known role of Mary Turner, who works in a department store. Although innocent of a larceny charge, the store owner has her sent to prison for three years. When she is released she is bent on revenge and she gets it. She marries the owner's son among other ways of vengeance, but finally really falls in love with him. In her escapades she manages to stay just within the law at all times.

"Paid" is a good picture.A.F.S.

Cimarron

Brief comment was made on this picture last week. Radio has a picture here which is a top-notcher. Scenery, story, direction, acting and suspense combine to make one. of the most interesting productions in many moons.

Richard Dix as Yancey Cravat tops his career. He gives a smooth, human, convincing performance. Irene Dunne, a newcomer, is splendid as Sabra Cravat, Dix's wife. The others in the cast are excellent. Wesley Ruggles has interpreted Edna Ferber's novel with a clear insight on all details and his efforts have been rewarded.

Yancey and Sabra settle in Oklahoma in the early days of its settlement. In the town of Osage Yancey becomes the owner and editor of a newspaper, the Oklahoma Wigwam. He becomes the leading light of the town—a powerful and constructive influence. But he is of a restless nature and when the government opens new land he goes to it alone. Ten years later he returns and defends one of the "looser" women of the town, despite the fact that Sabra had been compaigning against her. Sabra and Yancey again are together and his influence is again felt in the ever-growing community. Many years later, after Oklahoma has become a state and the modern trend has gripped it, Sabra is elected to Congress and while on a tour of the state she again finds her restless husband. He dies, but when a statue symbolic of the pioneer is unveiled, it is a statue of Yancey.

The picture is absorbing from the start and one which should be classed as one of the most outstanding of the season.—E. G.

Short Subjects

High C's

M-G-M—25 Minutes

Charley Chase has been hiding his light behind a bushel. This boy has a good voice and uses it much to the audience's delight in his latest Hal Roach comedy. And this comedy, by the way, is a pip; a near riot of fun and laughter. Charley is one of the draftees in the war and has a weakness for close harmony. And the gage that are built around this are most amusing. His ruse to capture a German sniper to replace the tenor in his quartet who has been shot is a riot. After the armistice has been declared he deliberately gets himself thrown into the guard house just to be with his quartet and they do some great hormonizing. Of course there's a French girl in the comedy, Thelma Todd, who is okay in and how!—J. S.

EXHIBITORS FACE CRUCIAL PERIOD SAYS JESSE LASKY

New York — To exhibitors the first six months of 1931 will be the most important period, as far as pictures are concerned, in the history of the motion picture industry, Jesse L. Lasky, first vice-president of Paramount-Publix Corporation in charge of production, declared just before he left New York on his annual mid-winter trip to the Paramount studios in Hollywood.

"Producers must not be content to produce pictures just because they were planned last spring and summer," Mr. Lasky explained. "Rather they should be in a position constantly to improve their product. Fortunately Paramount has not been committed to a fixed production policy and can devote all its production energies in this crucial six months period to developing a series of pictures that will surpass all previous efforts. Every one of our new pictures is being produced with the thought in mind that this six months tells the story between success and disaster for many theatre owners. We have changed our production plans several times in the last few weeks to meet the demands of the box office. Pictures which we planned as late as last fall have been discarded and others substituted so that we could give theatres the newest and finest screen entertainment.

"Also, while next year's product is important, September is a long way off, and the theatre owner, whether chain or individual, wants to know what attractions he will have in January, February, March and the other months before the new season opens on Labor Day. So studios, just because their present program is either finished or laid out for them, must not neglect the present crisis. Six big weeks' grosses now may mean to many theatres more than a prosperous season next year."

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP
AND PICTURE SELLING
METHODS OF EXHIBITORS

"Cimarron" to Have Extensive Campaign

"THE story comes through." This is the slogan adopted by Radio Pictures for their grand scale campaign on "Cimarron," which is rapidly shaping into form as one of the most impressive merchandising efforts in the history of the industry.

The tie-ups to be effected promise to be unique in that the copy, pictorial and typographic appeal will depart from conventional and accepted standards. They promise to strike a new and stirring note in the effective realization of Radio Pictures' ambitions for the Titan attraction, and invoke a new appreciation amongst great commercial enterprises for the vast possibilities that lie in parallel effort with the merchandising of motion pictures of exceptional importance.

Outstanding among the important nation-wide campaigns for "Cimarron" are those being effected with the Texas Oil Company, The Underwood Typewriter Companl, The Lee Mercantile Company, The National Hairdresser's Association, one of the major automobile companies (yet to be announced), the North American Newspaper Alliance, The Doubleday Doran Company. A further announcement is to be made on a series of tie-ups with organizations of nation-wide membership which are designed to line up twenty million school children as well as their parents.

The Texas Oil Company, represented from coast to coast by forty thousand distributors, is to distribute heralds, vital in appeal and vivid in treatment, to the millions who patronize their stations. The Texas will also make available to showmen the full series of "A" board. In some cases these boards will be open to local showmen at no cost to them. Displays and other national material are now in work. Texas Oil Company is known as one of the most aggressive and energetic merchandising companies in America, and their accession to the ranks of show promotion is regarded as a valuable coup for "Cimarron" and exhibitors playing it by Radio Pictures.

The Underwood Company will provide flash display material for their thousands of distributors in addition to national promotional material. As thousands of these Underwood dealers are located in the busiest commercial locations of their various communities, this means that these window displays will reach a transient traffic of many millions of people.

The Lee Mercantile Company, manufacturers of workers' apparel, are rated as the largest organization of their type in the world of business. They have been identified with Radio Pictures promotion on "Danger Lights." Their access to many thousands of dealers will gain for "Cimarron" window tie-ups of exceptional value and coverage. New stills of Roscoe Ates in Lee Unionalls are being utilized for this tie-up.

Emile Beauvais has created a new 1931 bob for Irene Dunne. Stills on this subject will be made available and the National Hairdressers' Association are hooked in for this tie-up. A large volume of publicity has already been acquired for "Cimarron," with pictures of Irene Dunne coverini this subject through various newspaper syndicates reaching many millions of readers.

The North American Newspaper Alliance, which has already syndicated "Cimarron" to a great number of the most important newspapers throughout the country, is cooperating with the Titan organization in exploiting the serialization of Edna Ferber's epic for the intensive circulation wherever the picture is to be shown.

AUSTINS EXPLOIT "LET US BE GAY"

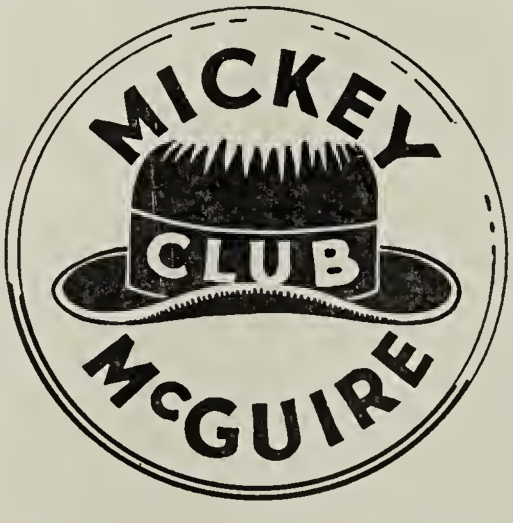
ARNOLD KATZENBACH, manager of the Indiana Theatre, Terre Haute, Ind., used the new Austin cars as a novel means of exploiting his showing of "Let Us Be Gay.

Katzenbach arranged with the Indianapolis distributor of the Austin cars to have two of the small models sent to Terre Haute, which were used as a novel ballyhoo on the picture. Each of the cars carried a framed banneron the roof, one with the caption: "Norma Shearer In," and the other with the caption: " 'Let Us Be Gay,' Indiana Theatre." Both cars followed each other closely and paraded the entire city. As ther are no distributors for these cars tin Terre Haute, they are a novelty and caused considerable comment. Two ushers from the theatre distributed a great number of heralds as the two cars paraded the streets.

25,000 KIDS JOIN "McGUIRE CLUB"

OVER 25,000 children were installed as members in the new Mickey McGuire Club, organized at the Pantages Theatre in Kansas City during Christmas week. The club has its inception producers of the Mickey (Himself) McGuire comedies, and was formed for the purpose of interesting children in a return to the theatre.

This newest stimulant for the movie theatre's business bears indications of being one of the most vitalizing exploitation ideas conceived in some time. Although officially started but a few weeks ago, when the first club was organized at the Wilshire Theatre in Santa Monica, the demands for plans on this idea are coming in with a rush from exhibitors all over the country.



Each child wearing the membership pin in the Mickey McGuire Club is the recipient of many concessions from the theatre and again from merchants cooperating with the theatre. Thus the value of the button remains indefinite and the child wearing one becomes again a steady patron of the movies.

TWIN STUNT GETS GOOD PUBLICITY

USING the twin brother idea of "Brothers" as the tie-up, Harry Martin, manager of the Brown Theatre in Louisville, invited all twins that look alike to see the Columbia production as his guests. All the twins had to do was to apply at the box office.

Further exploiting the Bert Lytell feature, Mr. Martin conducted a "Brother Contest" in the Herald-Post, to find: "How Many Famous Pairs of Brothers Have There Been in History?"

Replies ranged from Cain and Abel to the Smith Brothers. The idea of the contest spread like wildfire, helped the newspaper, and gained tremendous word of mouth advertising for Bert Lytell and "Brothers."

As Mr. Martin ran the contest, the person listing the greatest number of pairs of famous brothers won the first prize, $10. The winner handed in a list of 20 0sets of celebrated brothers. Second and third prizes were $5 each and three pairs of passes. Free admissions were given as other awards.

Both of Mr. Martin's "Brothers" stunts have a universal appeal.

RADIO TIE-UP ON "MADAM SATAN"

A NOVEL radio tie-up was employed by I. Wienschienk, manager of the Majestic Theatre, La Salle, Ill., as part of the explotation campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production, "Madam Satan."

Wienschienk arranged with radio station WJBC for a Lucky Number Contest. Three thousand heralds were imprinted and numbered serially from one to three thousand, and distributed from house to house and in various stores. For two days, at a certain hour, twenty of these numbers were announced over the radio, and those holding the lucky numbers were admitted to the theatre by merely presenting the herald at the box office. The announcer at WJBC announced the contest three days before it took place, also mentioning theatre, production and playdates.

THE TREND OF THE TIMES

By DAVID LAWRENCE

Published in the Motion Picture Industry
Only by Associated Publications, Inc.

WITH news events in the business world passing in daily review, some of them favorable and some unfavorable, it has been difficult to maintain a perspective. And yet looking back over the last few months and looking forward to the fateful months of 1931, we are bound to admit we see more clearly with each passing day the great tasks of reorganization now in process.

Stabilization is like a panorama. Its compelling force has gripped industry after industry, and although we may not perceive it immediately in our day by day outlook, we know full well that commodity prices are slowly but gradually being stabilized and that money rates, at least, have found a natural level.

But what shall we say of public confidence? Has that been stabilized? The closing weeks of 1930 revealed a surprising lack of faith on the part of many people. It was mostly because they saw here and there a mortality in banks which they did not understand. There was really nothing surprising about the number of bank failures—the real surprise was that some of those banks which failed had held on so long. Back last February, the Comptroller of the Treasury, John W. Pole, told a congressional committee in open session that at the rate at which banks were failing at that time of the year, 1930 would see the largest number of bank failures in recent history.

So there was no secret about the number of bank failures expected for 1930. The usual rate of bank failures is about six hundred. 1930 had in the neighborhood of one thousand! Nor was it particularly unexpected to find occasionally a fairly large institution caught in the maelstrom of frozen credits or imprudent investments. Individual bank officers themselves, here and there, participated in the bull movement of 1928 and 1929, and it was only natural that some of the enthusiasm which carried them away in individual speculation should have affected their judgment as bankers.

But is it all attributable to imprudence? How many of the self-same loans which gave the banks so much trouble were the direct consequence of a period of inflation in which all values went sky-high? Certainly in examining some recent bank failures, we find that real estate played no inconspicuous part. One might say it is a faulty economic structure which permits of such wide fluctuations in the value of real estate.

Lessons were taught in 1930, nevertheless, which will not soon be forgotten—at least not by the present generation. Appraisals which seemed good in 1928 and 1929 faded away in the brass-tacks appraisals of 1930.

To those who wonder at the length of the present depression, one must refer back to economic cycles of other periods of American history. I was talking with Secretary Mellon recently about the depression which began in 1873. It was just as fresh in his mind as if it had happened yesterday. He said it was much worse than anything we are experiencing today. Out of an abundance of experience with depressions, he says real estate is usually the last thing affected.

We may infer, therefore, that the storm which at first shattered the building of light construction has now swept with hurricane strength some of the stronger buildings. We may infer, also, that we are coming through the storm now and that the next few months will see the end of the most severe winds of trade.

What are the things that lift a country out of its depression and start it forward on the road to real recovery? Turning back the leaves of history, we find that new industries frequently arise to take the place of those that have lagged behind. We talk of "construction" as perhaps furnishing a stimulus to the whole business situation. It is a broad term covering many kinds of building, covering repairs, replacements and even the rebuilding of cities.

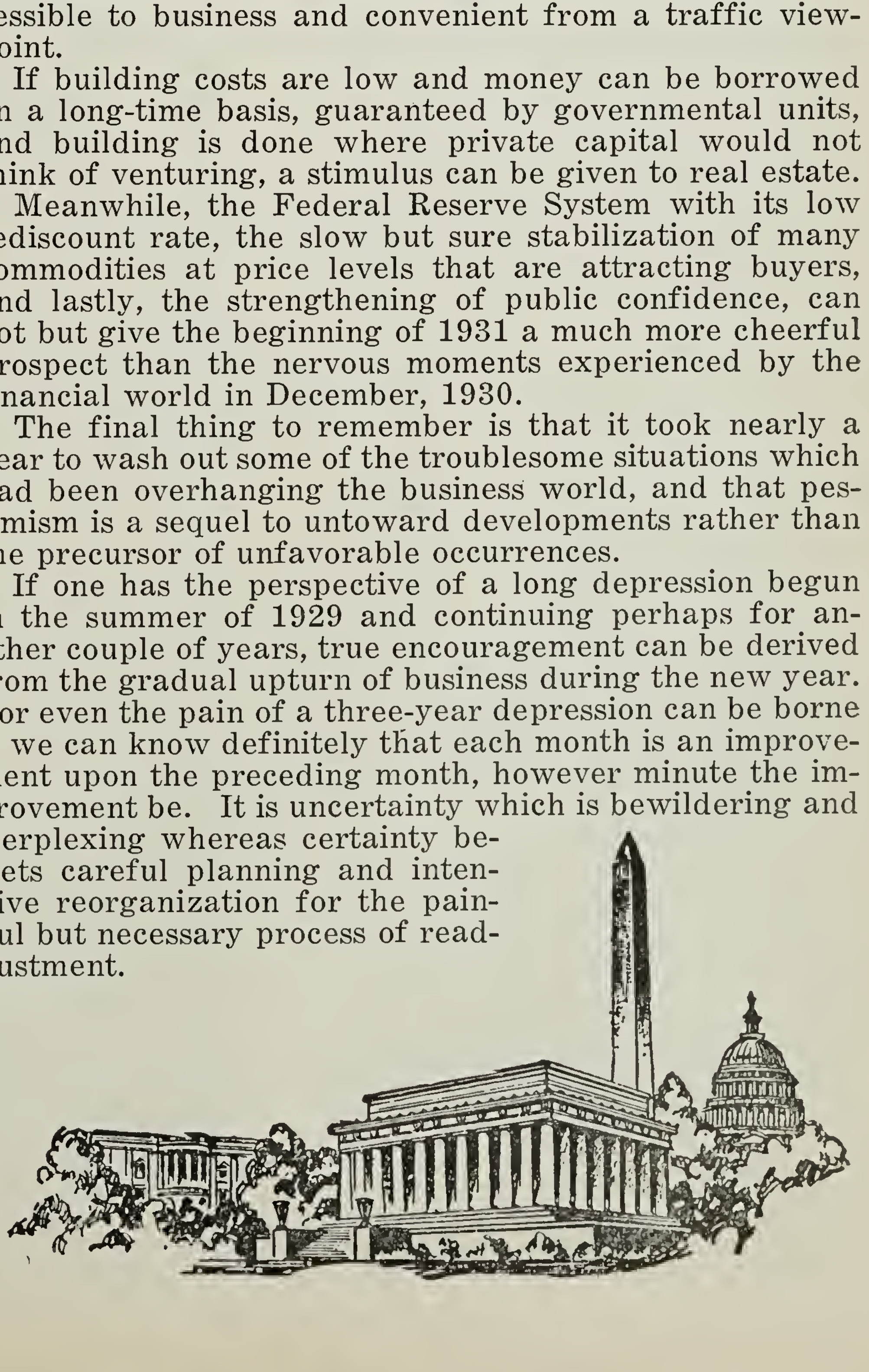
Some large plans have been suggested. It may be, for instance, that the rebuilding of the slums in many cities will completely restore the value of central sections accessible to business and convenient from a traffic viewpoint.

If building costs are low and money can be borrowed on a long-time basis, guaranteed by governmental units, and building is done where private capital would not think of venturing, a stimulus can be given to real estate.

Meanwhile, the Federal Reserve System with its low rediscount rate, the slow but sure stabilization of many commodities at price levels that are attracting buyers, and lastly, the strengthening of public confidence, can not but give the beginning of 1931 a much more cheerful prospect than the nervous moments experienced by the financial world in December, 1930.

The final thing to remember is that it took nearly a year to wash out some of the troublesome situations which had been overhanging the business world, and that pessimism is a sequel to untoward developments rather than the precursor of unfavorable occurrences.

If one has the perspective of a long depression begun in the summer of 1929 and continuing perhaps for another couple of years, true encouragement can be derived from the gradual upturn of business during the new year. For even the pain of a three-year depression can be borne if we can know definitely that each month is an improvement upon the preceding month, however minute the improvement be. It is uncertainty which is bewildering and perplexing whereas certainty begets careful planning and intensive reorganization for the painful but necessary process of readjustment.



The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.
☆ indicates productions that have received A-P Merit Award.

***Africa Speaks**—Columbia (75). Actual photographic records of the Colorado-African expedition; truly an achievement. (Oct. 7)

Along Came Youth—Paramount (75). Amusing story starring Charles (Buddy) Rogers which should get over big with most audiences. Comedy honors go to Stuart Erwin. (Dec. 16)

A Lady's Morals—M-G-M (83). Grace Moore and Reginald Denny in an elaborate and, at times, a dazzling production of the story of "Jenny Lind." (Dec. 2)

***Bachelor Father**—M-G-M (76). A wow of a comedy in which Marion Davies injects her best talents; first class entertainment despite the title. (Dec. 30)

***Big Trail**—Fox (125). Impressive epic of pioneer western days with love interest provided by John Wayne and Marguerite Churchill; first rate entertainment. (Nov. 4)

***Billy the Kid**—M-G-M (95). Colorful saga of one of the old West's most dangerous of men; excellent cast headed by John Mack Brown. (Oct. 21)

Brothers—Columbia (78). Talker version of the stage success of the same name; sure-fire entertainment with Bert Lytell giving a splendid performance. (Nov. 11)

Boudoir Diplomat—Universal (72). Sophisticated comedy of diplomacy and loves, gorgeous costumes and gowns; Ian Keith and Betty Compson gives excellent portrayals. (Dec. 23)

Cat Creeps—Universal (76). Mystery thriller expertly produced with an excellent cast headed by Helen Twelvetrees and Raymond Hackett. (Nov. 18)

***Charley's Aunt**—Columbia (87). The popular story remade with Charlie Ruggles as the center attraction; 100 per cent entertainment for those who don't take their picture fare too seriously. (Dec. 16)

***Check and Double Creck**—Radio (75). Amos and Andy are the whole show working every minute to keep the laughs at a steady flow. Should be a money-maker anywhere. (Oct. 28)

Derelict—Paramount (75). Thrilling sea story which rates better than average entertainment. George Bancroft and William Boyd (of stage fame) play the leading parts. (Nov. 25)

Devil With Women—Fox (65). The picture has the usual McLaglen flavor and can be counted for entertainment. (Nov. 11)

***Devil to Pay**—United Artists (78). Subtle comedy-drama which gives Colman his best role; can be classed as one of the finer pictures of the current season. (Dec. 23)

***Doorway to Hell**—Warner (77). Realistically portrayed melodrama of racketeers and gang wars; Lew Ayres gives another outstanding performance. (Nov. 25)

East Is West—Universal (72). Talkie version of the popular stage play having been made before in silent form. Lew Ayres registers in his first dramatic role while Lupe Velez is well cast. (Nov. 18)

Ex-Flame—Liberty (72). Modernized version of "East Lynne"; Marian Nixon displays marked ability in the leading role. (Dec. 30)

Fast and Loose—Paramount (71). Light farce which rates only as a fair programmer with the cast practically unknown to movie fans. (Dec. 16)

***Feet First**—Paramount (93). Sure fire entertainment for the whole family, the familiar Lloyd stunts predominating. (Nov. 18)

Fighting Through—Tiffany (60). Ken Maynard and his horse, Tarzan, should be liked in this fast moving western thriller. (Dec. 30)

Fourth Alarm—W. Ray Johnston (60). Thrilling melodrama of fire fighting with Nick Stuart as the hero and Ann Christy as the girl he rescues. (Dec. 16)

Girl of the Golden West—First National (80). Appeal to present day audiences questionable; might serve to satisfy the old timers. Ann Harding good but does not fit her part as a saloon proprietress. (Nov. 11)

Last of the Lone Wolf—Columbia (71). Bert Lytell again impersonates the character created by Joseph Vance and gives a very able performance. Pretty fair entertainment. (Nov. 4)

***Laughter**—Paramount (97). Well acted and directed picture, offering the best in sophisticated drama and human emotions, featuring Nancy Carroll and Frederic March. (Nov. 11)

Life of the Party—Warners (70). Typical Winnie Lightner offering that gets away to a slap-bang start and doesn't let up. (Nov. 4)

***Lightnin'**—Fox (80). Excellent piece of entertainment enhanced by the brilliant dialogue of Will Rogers. (Dec. 9)

Madonna of the Streets—Columbia (75). Better than average program material with satisfactory performances played by Robert Ames and Evelyn Brent. (Dec. 23)

Maybe It's Love—Warners (74). Good entertainment with timely football angle; most of the comedy is furnished by Joe E. Brown. (Nov. 4)

Morocco—Paramount (83). Story of the French Foreign Legion which marks the first appearance of Marlene Dietrich, new German star. (Dec. 9)

Night Work—Pathe (94). Human interest drama which rates as good entertainment for the whole family. Eddie Quillan furnishes most of the laughs. Dec. 2)

Oh, for a Man—Fox (86). The feature is good for many laughs; Reginald Denny and Jeanette MacDonald gives good performances. (Nov. 18)

Princess and the Plumber—Fox (72). Charles Farrell in a made-to-order part as the plumber, while Maureen O'Sullivan delightfully fits the part of the princess; should satisfy anywhere. (Dec. 30)

Remote Control—M-G-M (66). Will please even those patrons who are tired of Bill Haines and his wisecracking; re-instates the comedian as a favorite. (Nov. 25)

Reaching for the Moon—United Artists (—). A modern story of genuine fun which should register well at the box office for the Douglas Fairbanks' fans. (Dec. 30)

Right to Love—Paramount (80). An outstanding production expertly directed and featuring Ruth Chatterton; its appeal is mainly for adults. (Dec. 23)

See America Thirst—Universal (72). Good action comedy that should please generally; plenty of funny doings by Harry Langdon and Slim Summerville. (Dec. 9)

Scandal Sheet—Paramount (75). Newspaper yarn, well directed and well acted, but a bit far-fetched, with George Bancroft as the managing editor of a daily newspaper. (Dec. 30)

Scotland Yard—Fox (71). Improbable story but the picture packs a wallop and is loaded with entertainment and sustains an element of suspense throughout. (Oct. 28)

Sin Takes a Holiday—Pathe (81). Constance Bennett delivers another fine portrayal in this opus threaded with brilliant dialogue; great for the women folks. (Dec. 9)

Sinner's Holiday—Pathe (60). Story of amusement park life which makes good entertainment anywhere; Grant Withers and Evelyn Knapp play the leading roles. (Dec. 2)

***Sins of the Children**—M-G-M (90). Story of a German-American whose life and love are centered around his children. Good entertainment with a moral. (Aug. 19)

Soup to Nuts—Fox (65). Rube (Cartoonist) Goldberg story which will bring many laughs; Ted Healy heads the cast. (Nov. 4)

Sunny—First National (75). Another musical, although not outstanding, turns out to be a pretty fair piece of entertainment with Marilyn Miller as the star. (Dec. 9)

Third Alarm—Tiffany (79). Popular appealing action drama glorifying the fighters of the flames; Anita Louise and James Hall play the leading parts. (Dec. 2)

Today—Majestic (80). Good entertainment for intelligent trade; Conrad Nagel gives a splendid performance. (Nov. 25)

Tol'able David—Columbia (75). A screen classic which spells box office in a big way and puts Richard Cromwell on the road to fame. (Nov. 18)

***Tom Sawyer**—Paramount (75). The famous Mark Twain story expertly interpreted on the screen by Jackie Coogan in the title role with an excellent supporting cast. (Dec. 2)

Trails of Danger—Big 4 (60). Will please where westerns are still popular; cast of favorites including Wally Wales, Jack Perrin, and Pete Morrison. (Nov. 11)

***Unholy Three**—M-G-M (72). Lon Chaney and Lila Lee in the talkie version of the silent success made a few years ago. Chaney ably displays more of his talents in his first audible attraction. (July 15)

Up the River—Fox (92). Plenty of laughter in this opus of jail life. Tracy and Hymer make a good laugh combination. (Oct. 28)

Utah Kid—Tiffany (60) Rapid fire action western that should satisfy the cowboy fans; Rex Lease and Dorothy Sebastian are the pair involved in the love plot. (Dec. 2)

War Nurse—M-G-M (82). War picture emphasizing the woman's side of the world conflict; excellent cast headed by Robert Montgomery, June Walker and Anita Page. (Dec. 16)

Widow from Chicago—First National (64). Racketeer story with the action paramount; Alice White is seen in a different characterization while Edward G. Robinson chalks up a brilliant performance. (Dec. 23)

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

FOUR PAIR low intensity lamps and rectifiers cheap for cash. Strong Lamp Co., 416 Film Bldg., Detroit, Mich. 1-27

TWO SIMPLEX Mazda lamps and regulators; nearly new, $75. Ideal Theatre, Middleville, Mich. 1-21

ROYALTONE disc equipment in fine condition; seven tube amplifier; Wright-DeCoster speakers. Can be had on very easy terms at a low price. Call or write Jenkins Music Co., Wichita, Kas. 1-13

EQUIPMENT WANTED

USED SIMPLEX mechanisms and machines in any condition. Highest cash prices. We pay freight. Northern Thatre Supply Co., 19 Glenwood Ave., Minneapolis, Minn. tf

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POSITIONS WANTED

MANAGER now employed desires change; Texas or New Mexico preferred; age 27; thoroughly experienced in all lines of the business. Address, Manager, Orpheum Theatre, Mitchell, Ind. 1-13

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. 1-13

OPERATOR—Seven years' experience, W. E., DeForest, etc.; run Simplex, Powers and Motiograph; can also manage; do exploitation. B-349, Associated Publications. 1-13

PROJECTIONIST — Sound, wants position in middlewest. Roy L. Brewer, Granby, Mo. 1-21

THEATRICAL PRINTING

ADVERTISE—Pack your house; use dodgers; 1,000 3x8, $1.00; 1,000 4x9's, $1.25. Surprise delivery. King Shopress, Warren, Ill. 2-3

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) 10c a word; 4 insertions at price of 3

Kindly insert the following want ad__________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

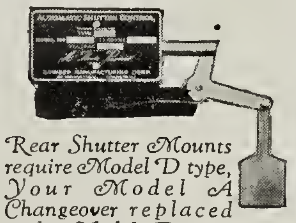
AFFILIATED THEATRE SUPPLY DEALERS
EFFICIENCY SERVICE

Automatic Shutter Control

with 3-wire circuit foot switch

The Standard Changeover

Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.



Rear Shutter Mounts require Model D type, Your Model A Changeover replaced with Model D type. Liberal Allowance for Model A.

Simple for mounting and replacements; every part machine tooled and precision assembled. Special wound coils for D. C., any voltage, and for A.C., any voltage and frequency. 3-wire circuit foot switch allows synchronization of all projectors with effect machine.

DOWSER MFG. CO.
691 Lincoln Place -:- Brooklyn, New York

RCA PHOTOPHONE

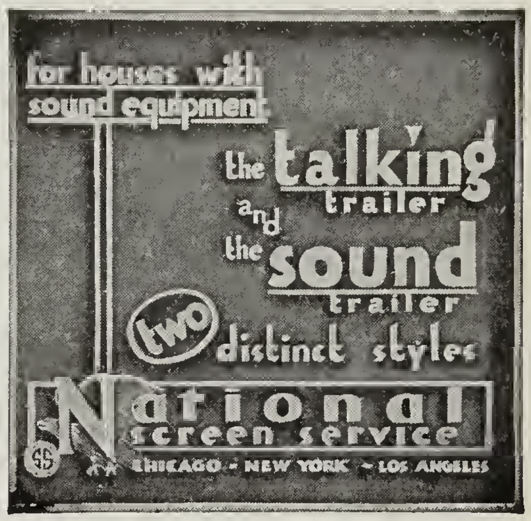
NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ....1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ....261 North Broad St.
Pittsburgh, Pa. .....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. ....1910 K St. N. W.

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

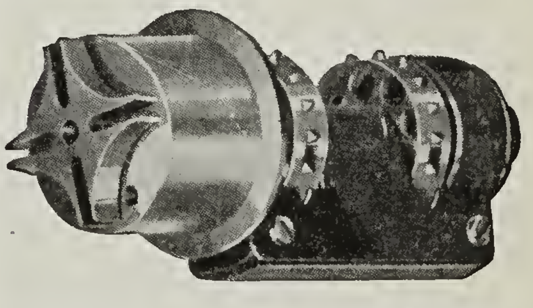
HEALTHFUL
KOOLER-AIRE
NATURE'S REFRIGERATION



NAN FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.
MINUSA
SOUND SCREEN
For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now [illegible]

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill
Telephone Webster [illegible]

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction — John F. Seitz, A. S. C.
Cinematography an Art Form — Lewis W. Physioc
Cinematics — Slavko Vorkapich
The Evolution of Film
Optical Science in Cinematography — W. B. Rayton
The Evolution of the Motion Picture Professional Camera — Joseph A. Dubray, A. S. C.
Composition in Motion Pictures — Daniel Bryan Clark, A. S. C.
Painting With Light — Victor Milner, A. S. C.
Sensitometry — Emery Huse
Light Filters and Their Use in Cinematography — Ned Van Buren, A. S. C.
Borax Developer Characteristics — H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus — J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film — J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up — Max Factor
Pictorial Beauty in The Photoplay — Wm. Cameron Menzies
Philosophy of Motion Pictures — George O'Brien
Wide Film Development — Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures — F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps — R. E. Farnham
Color Rendition — Jackson J. Rose, A. S. C.
Motion Picture in Natural Color — Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording — H. G. Knox
The Nature of Sound — Professor A. W. Nye
Architectural Acoustics — Dr. Vern O. Knudsen
Sound Personnel and Organization — Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System — R. H. Townsend
Motion Picture Sound Recording by Fox Film Company — E. H. Hansen
Motion Picture Sound Recording by Western Electric Method — Dr. Donald MacKenzie
Reproduction in the Theatre — S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System — John O. Aalberg
Technic of Recording Control for Sound Pictures — J. P. Maxfield
Dubbing Sound Pictures — K. F. Morgan
Recording Sound on Disc — Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures — Milton Stark
Cinematography Simplified — William Stull, A. S. C.
Cinematography for the Personal Movie
The Dusenbery System of Estimating Exposure — H. Syril Dusenbery
Micro-Cinematopraghic Apparatus — Heinz Rosenberger
What They Use in Hollywood
Useful Facts and Formulae

675 Pages—Over 300 Diagrams & Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."

Sound Pictures

By CAMERON & RIDER

1,100 PAGES — 500 ILLUSTRATIONS

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel
("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated
PRICE FIVE DOLLARS

CAMERON'S
ENCYCLOPEDIA
OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

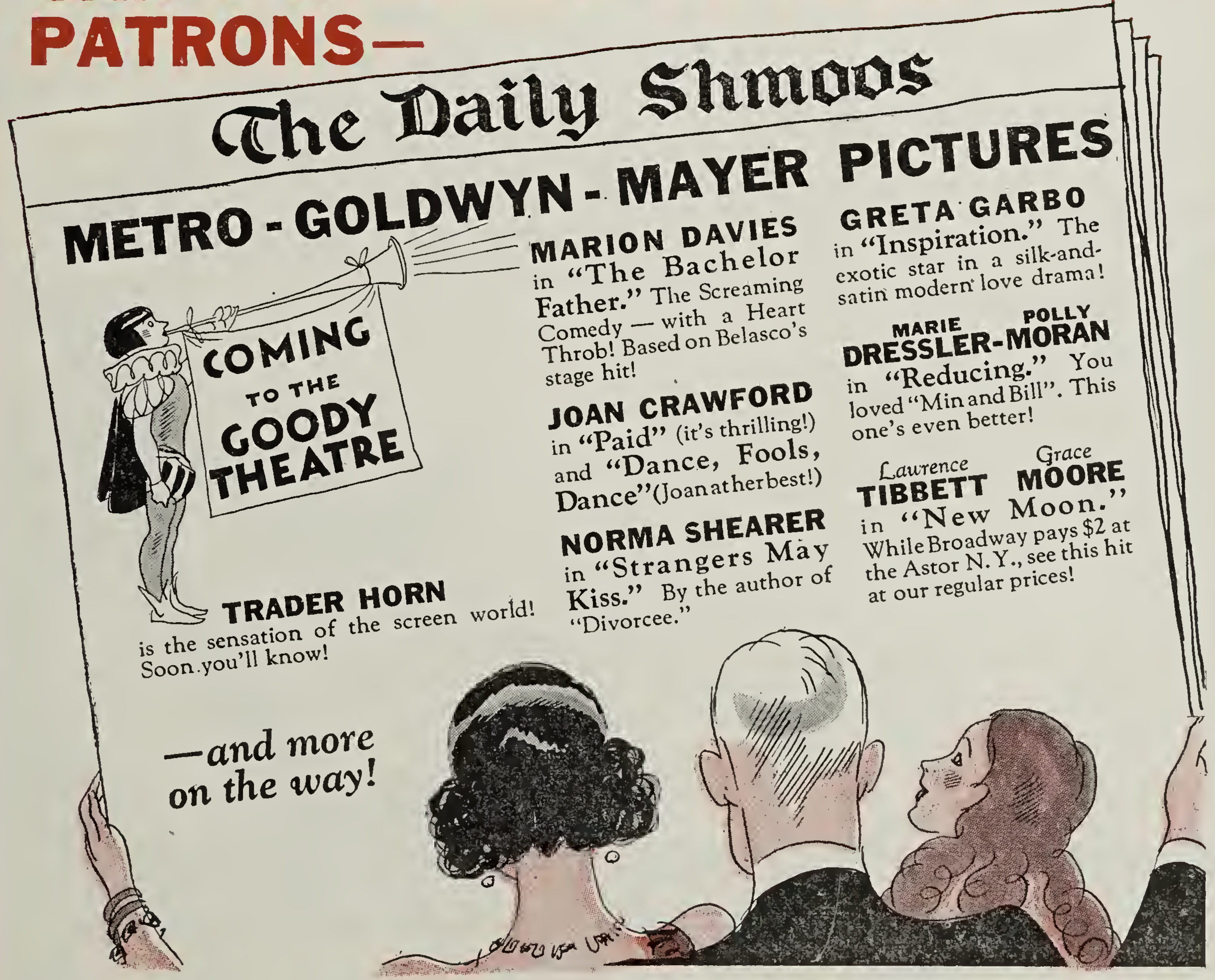
Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., Kansas City, Mo.

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., JANUARY 20, 1931 Number 9

IT'S VERY PLEASANT WHEN YOU CAN ANNOUNCE TO YOUR PATRONS—



The Daily Shmoos

METRO-GOLDWYN-MAYER PICTURES

COMING TO THE GOODY THEATRE

TRADER HORN is the sensation of the screen world! Soon you'll know!

—*and more on the way!*

MARION DAVIES in "The Bachelor Father." The Screaming Comedy — with a Heart Throb! Based on Belasco's stage hit!

JOAN CRAWFORD in "Paid" (it's thrilling!) and "Dance, Fools, Dance" (Joan at her best!)

NORMA SHEARER in "Strangers May Kiss." By the author of "Divorcee."

GRETA GARBO in "Inspiration." The exotic star in a silk-and-satin modern love drama!

MARIE DRESSLER-POLLY MORAN in "Reducing." You loved "Min and Bill". This one's even better!

Lawrence TIBBETT Grace MOORE in "New Moon." While Broadway pays $2 at the Astor N.Y., see this hit at our regular prices!

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

MAKE IT A BANNER YEAR *with* KRAZY KAT

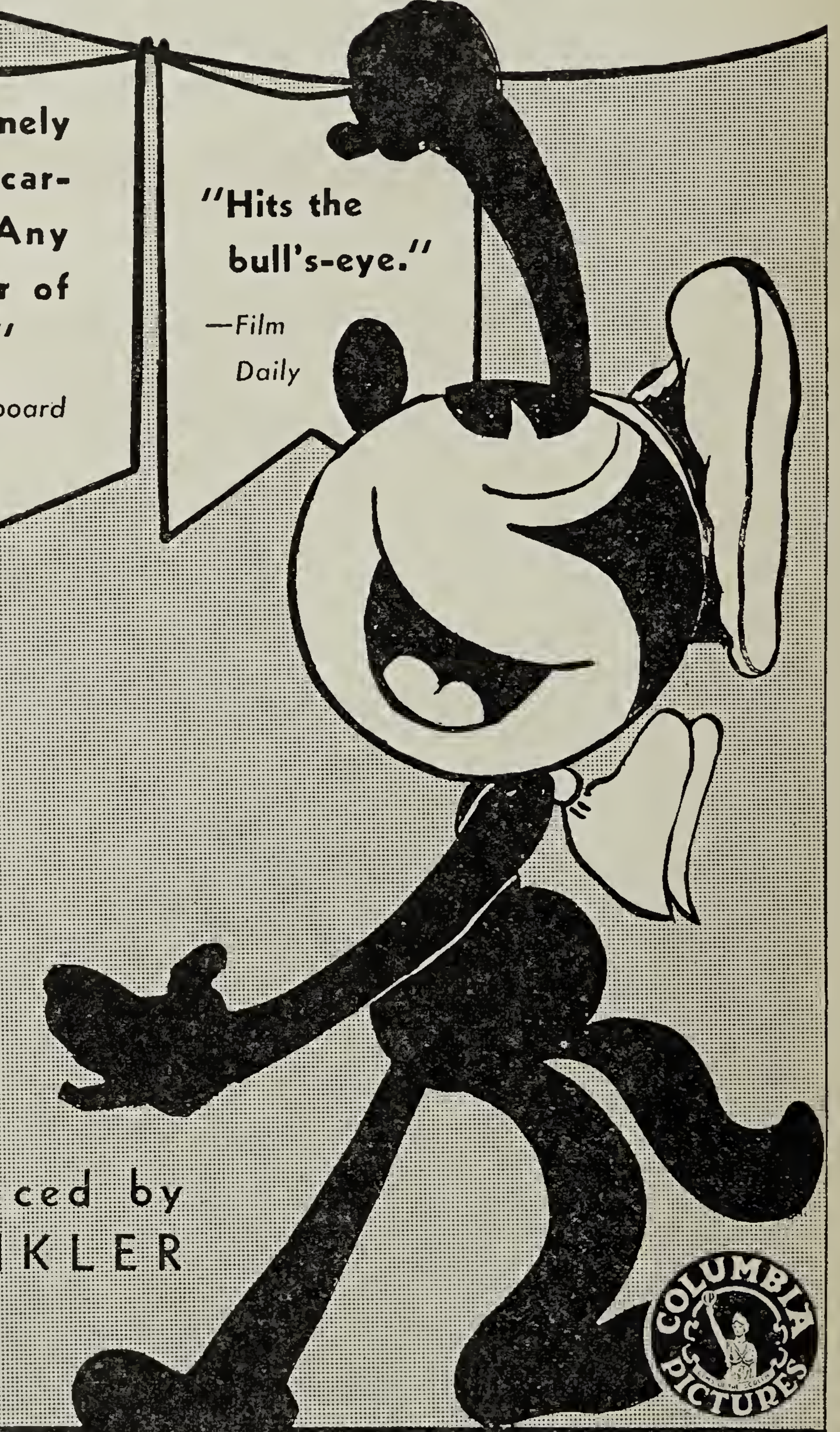
"Ace cartoon. Comic strip clicker."
—M. P. News

"Good stuff! Exceptionally funny.'
—Associated Publications

"This one can be counted on."
—Variety

"Extremely funny cartoon. Any number of laughs."
—Billboard

"Hits the bull's-eye."
—Film Daily



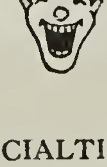
The comedy cat's meow in 13 talking cartoons, each with nine lives of laughter in one reel!

Produced by
WINKLER

COLUMBIA *has the best* SHORTS~ALL NATURALS!

CURIOSITIES
Strange freaks of human nature supercharged with human interest.

SILLY SYMPHONIES
Everything swings to music, including the box-office cash register.



SPECIALTIES
Eddie Buzzell telling short, short stories that get the long, long laughs.

RAMBLING REPORTER
Roves the world with an eye for beauty, an ear for music, a nose for news.

SCREEN SNAPSHOTS
The talking fan magazine, showing the screen stars at home, at work and at play.

KRAZY KAT
Continues his charmed life as the laugh panic for all children from six to sixty.

MICKEY MOUSE
Darling of two continents. Lindy, Prince of Wales and Don Juan rolled into one.

LUCKY SEVEN 7

M. E. CUFFEL
Editor and Manager

MOVIE AGE

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

WALKER, PIONEER SHOWMAN, DIES

Aberdeen, S. D. — Henry Leon Walker, pioneer local showman, known in the theatrical world in the early days as "the Czar of the West," died at his home here following a paralytic strike. He was 59 years old.

Walker started his theatrical career 30 years ago and, at one time, controlled and owned more than 166 northwest theatres, then the largest independent circuit in the United Stated. He retired from active business last May when Publix purchased his theatres here. He is survived by his widow and eight children.

HOUSE DESTROYED AT GILMORE CITY

Gilmore City, Ia. — Fire completely wrecked the interior of the Metro Theatre here, causing a loss of $10,000. An overheated furnace is believed to have caused the blaze which occurred late at night several hours after the last performance. Mr. and Mrs. Fred Sandham operate the house which was remodeled and redecorated and equipped for sound last January. No plans have been announced relative to re-building.

Theatre Closed

Oskosh, Wis. — Fox Midwesco has closed the local Rex Theatre, which it took over on Jan. 1 from the J. J. Company of Milwaukee| The closing is for an indefinite period. Frank Cook had been house manager.

MAN IDENTIFIED AS BANDIT-KILLER

Mike J. Mozie, doorman of the New Southern Theatre, Minneapolis uptown independent house, on the witness stand in district court, identified Albert (Scarface) Sarako as the man who shot and killed Peter Hofman, an employe of the theatre, during a holdup of the box office on Nov. 22. Sarako is on trial for murder.

Mozie testified that Sarako came from the theatre into the foyer and asked if the manager was in. The witness said Sarako then stuck a gun in his ribs and marched him to the ticket office, demanding that he open the door.

Mozie said he told Sarako that he had no key and that the bandit then rapped on the door which was opened by a woman ticket seller. While Sarako was talking to her Hofman appeared and asked what was going on. Sarako then shot at Hofman, Mozie testified.

Cross-examination developed the fact that a crime picture was being shown at the theatre the night of the murder and that a pistol shot in sound occurred just before the bandit actually fired his revolver.

STRONG TO BUILD AT FARMINGTON

Farmington, Minn. — R. F. Strong, of St. Francis, Minn., has announced plans to erect a new, modern, fire-proof theatre here on the site of the old Star Theatre and adjoining property. The house will have the latest and best sound equipment.

"BIRTH OF NATION" HALTED

Mayor W. F. Kunze finally succeeded in halting the showing of "The Birth of a Nation" on Monday night of its second week at the Lyceum Theatre, Minneapolis, where it was doing big business. The theatre's inability to obtain a permanent injunction restraining interference on the mayor's part enabled the city's chief executive to close the attraction.

The district court, which had issued a temporary restraining order, refused to make the injunction permanent. The matter was carried to the federal court in Minneapolis where the theatre also lost out.

Undaunted by two setbacks and the closing of the theatre, the management continued its fight and appealed to Federal Judge John B. Sanborn at Fergus Falls, Minn., for a permanent injunction.

Mayor Kunze gave as the reason for his action in stopping the exhibition of the picture the belief that "it might tend to create racial prejudice." He took action after a delegation of Negro citizens had protested to him against the showing.

Improved Business Seen Since January 1

Indications that the backbone of the business depression might have been broken are found in the fine business that Minneapolis theatres have been enjoying since the first of the year.

Grosses of the Minnesota, Century and RKO Orpheum and State Theatres, the three largest and foremost loop houses, have exceeded those of the corresponding 1930 period so far in the current year.

The quality of the pictures shown at these theatres during the past three weeks undoubtedly has had considerably to do with their splendid patronage. Conceding, however, that this is the factor responsible for the spurt and that no fundamental change has occurred in basic trade conditions, it at least is being demonstrated that, bad times or not, strong attractions still are capable of drawing highly profitable business, Minneapolis theatrical executives point out.

In its first week at the Century Theatre week before last, "Min and Bill" broke the house record for receipts, piling up the largest seven days' profit ever enjoyed by the theatres. The picture opened with a midnight New Year's Eve performance that was a complete sell-out at $1 prices.

On the next day, New Year's day, the receipts exceeded those of the opening day of "Anna Christie," which previously had held the record. Friday's business was the largest for any week in the theatre's history. The picture held over for a second week and continued to draw large crowds.

At the Minnesota, week before last, "The Right to Love" played to the largest business that the theatre has enjoyed in many months. Last week "The Man Who Came Back" also drew exceptionally large crowds. The theatre showed a big profit for both weeks.

"The Criminal Code," and "Hook, Line and Sinker," the RKO Orpheum screen attractions for the opening weeks of 1931, did such a big business that, at the conclusion of their Orpheum engagement, they immediately were switched over to the RKO Seventh Street Theatre in the loop where, at the same scale of prices, but minus any vaudeville or stage attractions, they continued to draw fine crowds. It is contrary to the Orpheum's policy to play any picture longer than one week because of the fact that the vaudeville changes every Saturday. Otherwise, both offerings would have remained.

The State, Lyric and Aster also have been doing satisfactory business and Publix uptown and independent theatres throughout the city report a decided pick-up in patronage since the last of 1930.

Managers are hopeful that the improvement will continue. They believe that at least the worst of the depression is over.

Positive Proof

Al Boasberg, screen humorist, is satisfied that he is really an associate producer. To convince himself that he really had been engaged by Radio Pictures as an associate producer he made tracks for the wardrobe department and borrowed a beard. Returning to his office he asked for an interview with himself. His secretary, who failed to recognize him, reported that Mr. Boasberg was in conference. After spending three hours in the anteroom waiting for himself Boasberg was convinced that he was really an associate producer. **Note to press agents:** File this one away, if you ever become a drama editor you can try it out for yourself. (Ed.)

Louis Moe Dead

Louis C. Moe, for the past 10 years manager of the City Opera House at St. Ansgar, died at Asbury hospital in Minneapolis. He was 61 years old. Two sons survive.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Warners Sign Ruth Chatterton, Wm. Powell and Kay Francis

Harry Warner Says Event Should not Cause Such a Sensation as it Merely is Part of Daily Routine

Hollywood—The signing of Ruth Chatterton, Kay Francis and Wm. Powell by Warner Bros. has caused somewhat of a sensation here. The contracts of Ruth Chatterton and Wm. Powell do not expire with Paramount for about a year. Both players decline to discuss the subject.

There is talk here that the alleged "star-grabbing" step of Warners may set a precedent for other producers to sign players before their contracts with their present producers expire.

According to Harry Warner, the signing of Powell and Ruth Chatterton was just a "daily routine" of business and that the event should not have caused such excitement. In a formal statement, Harry Warner said:

"Rumors of a so called 'war' between Warner Bros. and any other motion picture company are entirely without foundation," said the Warner Bros. president. "Considerable public interest has been aroused by our signing of Ruth Chatterton, William Powell and Constance Bennett. But our securing these very talented players certainly has nothing to do with any 'war.' Powell's contract with us becomes effective upon the expiration of his present connections. Miss Chatterton will not make pictures for Warner Bros. until her present obligations are fulfilled. Miss Bennett will make two pictures a year for this company under the long-term agreement signed with her. This contract includes options for a long period of time. These newest acquisitions to our already long list of distinguished stars, including George Arliss, John Barrymore, Richard Barthelmess, Marilyn Miller simply strengthens Warner Bros. already eminent position in the industry. Such transactions are a daily part of our business procedure. We bear no hostility toward any other company."

Official announcement of the signing of William Powell was made by Warner Bros. on Friday. He will be starred under a long term contract. Before starting work under the new banner, Powell plans to leave at once for a two months' vacation.

George Bancroft is another Paramount star who has been reported in negotiation with Warner Bros.

BIG DOUGH TALK HARMFUL TO INDUSTRY, REPORT

New York—According to letters to national distributors and the Hays organization, exhibitors are urging the industry to go softly on statements by irresponsible people. The consensus of the appeals is: "Cut out the dollar sign publicity." The letters point out the damage which can be done to the industry by the "big dough" talk in view of the fact that by the end of January, 41 state legislatures will be in session.

Dollar sign publicity referred to covers extravagant and exaggerated statements of costs, salaries, offers to players to enter pictures and box-office reports, all of which are giving legislators the impression that the industry is "rolling in wealth."

Admission tax bills are now pending in 19 states and other measures to be introduced will bring the total to 38. If one-fifth of these bills are passed the industry will be saddled with an additional taxation overhead of at least $100,000,000, it is estimated.

RCA INSTALLED 371 IN DECEMBER

New York—Contracts for the installation of 371 complete units of sound reproducing equipment were approved by Sydney E. Abel, general sales manager of RCA Photophone, Inc., during December, 1930. Of that number two hundred and eighty-three were for installations to be made for the United States Navy, which comprise thirty-eight of the Small Theatre type and two hundred and forty-six portable units. Eighty-seven contracts were for theatres, United States Army Posts and non-theatrical institutions.

Ince Signed

Hollywood — James Cruze has signed Ralph Ince for a prominent role in "Platinum," a forthcoming Tiffany special. Ince has appeared recently in many of the screen's big successes, including "Shanghaied," "Singapore Mutiny," "Wall Street" and "Chicago After Midnight."

C. J. Ross Dies

Los Angeles — Charles J. Ross, executive vice-president of RCA Photophone, died here last week following a heart attack.

WOODS RESIGNS ACADEMY POST

Hollywood—The resignation of Frank Woods, secretary of the Academy of Motion Picture Arts and Sciences, was tendered to and accepted by the board of directors of the organization at its meeting of January 12.

Mr. Woods, a pioneer writer and producer, has been secretary of the organization since its very inception, having been reelected yearly. He is leaving the office of secretary in order to pursue writing interests that the responsibilities of his position have kept in abeyance.

Powell Starts

Hollywood — William Powell's new vehicle, "Cavalier of the Streets," has gone into production at the Paramount West Coast studios under the direction of Richard Wallace.

LEGAL BUREAU ON CONTRACTS COMING

New York—A plan by which film contracts will be more completely enforced is being promoted by the Hays organization, it is reported here. The plan calls for the establishment of a national legal bureau system which will be operated through the film boards, whose powers and duties have been reduced by the Supreme Court decisions on arbitration and the old credit system.

ASK THEATRES AID RED CROSS

New York—In response to the urgent request of President John Barton Payne of the American Red Cross, National Secretary M. J. O'Toole of the Motion Picture Theatre Owners of America, has communicated with theatre owners throughout the country requesting them to give full cooperation to the local chapters of the Red Cross in raising funds to care for those in dire need in the middle west and in other sections of the country.

President M. A. Lightman of the national organization issued an appeal to the theatre owners in November urging all to give this cooperation then. The emergency referred to in Mr. Payne's message to the national headquarters here is an additional demand on the resources of the Red Cross and requires added effort all around.

No Basic Patent on Sound, Inventor Says

Washington—Chas. K. Cregier, chief electrical inspector for the city of Chicago, has brought suit in the Supreme Court to compel the issuance of letters patent on a "talking moving picture machine" which is said to have been invented and perfected in 1907. In the filing of the suit it is asserted that no patent has been granted to anyone by the patent office covering the basic principle of synchronizing sound with projected moving pictures, which it is claimed, forms the basis of the plaintiff's invention.

The bill of complaint, which names the Commissioner of Patents, Thomas E. Robertson, as defendant, alleges that in February, 1907, the plaintiff applied for a patent upon a talking moving picture machine which he had perfected. Later, the bill recites, he and in 1917 built a "life-size mod-tinuation of the prior application filed another application as a con-el" machine which he demonstrated in Washington before the examining corps of the Patent Office and various other officials. These demonstrations, it is claimed, proved that the plaintiff had perfected a practical and useful talking picture machine embodying the principle of synchronizing sound with projected moving pictures.

The plaintiff asserts that because he was misinformed by the attorney employed by him to prosecute his claim before the Patent Office he did not learn until 1929 that certain claims contained in the applications had at one time been allowed. He requests the court to decree that his failure to respond to the examiner's action in allowing certain of the claims was unavoidable and that therefore, the second application for a patent, which is claimed to have been abandoned, is now properly a pending application before the patent Office. The bill of complaint also seeks to have the court authorize the Commissioner of Patents to issue a patent to the plaintiff embodying the claims allowed by the examiner.

PICTURE BUSINESS

THAT a sincere effort is being made toward the elimination of salaciousness from motion picture advertising is well evidenced in an editorial by Frank Whitbeck in the January 17 issue of the Fox West Coast house organ. Mr. Whitbeck makes some pertinent statements that are worth noting. Following is his article:

> LAST WEEK the Hays organization, the Association of Motion Picture Producers, took me to task for certain advertising that we had printed on "Part Time Wife" and "Morocco." They objected to my use of what they term, "a horizontal clinch." To explain that . . . it is any photograph of the embrace of a man and woman character when they are not in a most respectable position.
>
> That sounds rather involved . . . I'm not arguing that point with the Hays office . . . but if there was harm in that advertising . . . it was not intentional; we did not step out of our way to break the well known 'code of ethics' as laid down by that organization.
>
> I'm telling you this story . . . so that you may profit by the mistake I made . . . so that you may avoid any unnecessary, and unpleasant, correspondence with those in charge of this branch of the Hays office. This mis-step of mine went as far as Harley L. Clarke, who in turn, passed it on to Oscar S. Oldknow.
>
> LET ME SAY FOR YOUR INFORMATION . . . YOUR ADVERTISING, AND MINE, IS TODAY BEING WATCHED AS IT NEVER WAS BEFORE. THOSE RESPONSIBLE FOR THE GOOD CONDUCT OF THIS MEAN TO KEEP NOT ONLY THE PICTURE WELL WITHIN THE BOUNDS OF DECENCY BUT . . . THEY INTEND THE ADVERTISING SHALL BE OF THE SAME HIGH STANDARD.
>
> Let me quote from the letter:
>
> ". . . There is legislation up now in a majority of the states which, if passed, will be very harmful to the picture business. Every precaution must be taken, therefore, to support the industry's policy of self-regulation and self-discipline."
>
> Here is a paragraph that is especially interesting:
>
> ". . . In case you do not know it, a newspaper censorship has been passed against advertising in Philadelphia and Washington. We are hoping, of course, that this movement will not spread and for that reason it behooves every person responsible for motion picture advertising to be on the alert."
>
> If you are in doubt about any line intended for advertising . . . don't use that line. Play safe and in being careful you will be safe.
>
> We can be smart without being dirty . . . either in intent or implication.
>
> There is greater danger in the smaller community than in the city. There is always danger where there are women's clubs because, quite naturally, certain women feel that it is their particular duty to guide all of humanity against the evils that lurk in advertising. Be on the safe side and remember . . . untruthful and double meaning advertising never got any theatre anywhere.
>
> Let your advertising be sophisticated . . . but clean. Let it be smart . . . but truthful.
>
> If you ever see anything in the home office advertising which you consider doubtful or in bad taste . . . we'll deem it a personal favor if you immediately communicate with us.

That reference to legislation is particularly interesting. It is well worth stressing. If for no other reason, every exhibitor should lastingly eliminate smut and "hot" copy from his advertising.

Ben Shlyen

Briefs
FOX CHAIN INCREASED TO ABOUT 763 HOUSES
THE BAND WAS THERE BUT GILDA WAS NOT
FREE HEALTH FOR NETOCO EMPLOYEES
JOSEPH SANTLEY PARAMOUNT CONTRACT
EXHIBITORS IMPRESSED

All negotiations or rumors of negotiations pointing to the merging of Sono Art-World Wide and Tiffany are reported to be off definitely.

* * *

Charlie Chaplin's "City Lights" opens at the George M. Cohan Theatre, New York, on February 6. Seats for the opening are $10 top.

* * *

Mitzi Green, Paramount 10-year-old star, has had her life insured for one million dollars, which means the annual premium will be $15,000.

* * *

"Little Caesar" set a new record at the Strand in New York last week when it took in $74,821. The Strand is Broadway's oldest de luxe house.

* * *

Although 116 sound device manufacturers have come and gone, there are more makers of sound systems now than there were in January, 1930. According to C. W. Bunn, of ERPI, who is making a survey for The Film Daily Year Book, there are 135 reproducer makers now, in comparison to 89 a year ago. This is an increase of 46.

* * *

Arthur Sorenson, formerly general manager of P. & A. Photo Service, has joined the new Literary Digest-Kinograms newsreel.

* * *

Paramount is putting 28 pictures into production within the next month, according to Jesse L. Lasky.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

"QUOTES"

C. GRAHAM BAKER

Associate Executive, First National

"More than half a dozen plays with crudely fashioned immoral and sex themes faded into oblivion after a few days of effort, while I was there. Producers cannot long ignore that lesson, and there are signs that they are taking heed."

Good Week for Local First runs; "Min" Big

Minneapolis (week ending Jan. 16)—Business continued very good, especially at the Minnesota, Century and RKO Orpheum. In its second week at the Century, "Min and Bill," after a recording-breaking first seven days, again enjoyed large patronage. The reunited team of Charles Farrell and Janet Gaynor were splendid drawing cards in "The Man Who Came Back" at the Minnesota, while "Free Love," with Conrad Nagel and Genevieve Tobin, was the RKO Orpheum magnet. "Du Barry, Woman of Passion," starring Norma Talmadge, at the State, and "The Criminal Code," at the RKO Seventh Street, also had the crowds coming. It was the second loop week for the latter picture which moved directly into the Seventh Street after a big seven days at the RKO Orpheum.

Aster—Way of All Men (First National), Douglas Fairbanks, Jr., and Noah Beery. **Business:** Good. **Summary:** A gripping drama of a group of people imprisoned in an underground saloon during a flood. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

Century — Min and Bill (M-G-M), Marie Dressler and Wallace Beery. **Summary:** Second week of one of the best pictures in many months.

Lyric—Along Came Youth (Paramount), Charles "Buddy" Rogers and Stuart Erwin. **Busines:** Good. **Summary:** An amusing comedy of an American youth, stranded in London, and his wooing and winning of a noblewoman. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

RKO Orpheum — Free Love (Universal), Conrad Nagel and Genevieve Tobin. **Business:** Big. **Summary:** The fairly amusing account of the manner in which a husband reforms his young wife who possesses the urge to do some stepping. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, Vaudeville.

Minnesota—The Man Who Came Back (Fox), Charles Farrell and Janet Gaynor. **Business:** Big. **Summary:** Popular pair of stars reunited again in unsatisfactory vehicle; highly artificial melodrama that never rings true; draggy and tiresome. **Entertainment Merits:** 60 per cent. **Short Subjects:** Stage Show, Sound News.

RKO Seventh Street—The Criminal Code (Columbia), Walter Huston. **Business:** Good. **Summary:** Second loop week of this outstanding dramatic smash.

State — Du Barry, Woman of Passion (United Artists), Norma Talmadge. **Business:** Good. **Summary:** The love affair of a king's mistress rather tamely depicted; only moderately entertaining. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

MUSSOLINI TELLS WORLD THROUGH FOX MOVIETONE

New York—For the first time in history a great statesman has taken advantage of sound photography to "nail a lie" on an important question, in which the peace of the world is involved.

Not satisfied with published denials in the press of the world and a personally delivered oral one, broadcast over a world-wide hookup, Benito Mussolini, Premier of Italy and leader of the Fascist movement, has asked Fox Movietone News to put his living image on the screens of the theatres of the world so that the peoples of the earth might hear from his own lips a statement regarding Italy's intentions.

This remarkable bit of history making film is exclusively released in the regular issue of Fox Movietone News now being screened and distributed throughout the United States, and in the thirty-seven foreign editions made up for distribution in almost that many different countries. Il Duce made his talk in four languages, English, French, German and Italian, for the Movietone cameras.

Steele Starts

Hollywood—Tiffany has started production on "The Ridin' Fool," Bob Steele's latest western vehicle. J. P. McCarthy, director of the previous five of the Bob Steele series for Tiffany release, will wield the megaphone.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

FILM EXCHANGE
FILM EXCHA

Moving Along Movie Row

The theatre in the Hamilton Club at Hurley, Wis., has been equipped for sound.

* * *

The Lyric Theatre at Little Falls, Minn., was acquired by Hilding Krook, of New Ulm, Minn., at a foreclosure sale brought against the Western Amusement Corporation of Minneapolis.

* * *

After being closed for seven months following a fire, the Lyric Theatre at Peshtigo, Wis., remodeled and modernized in every respect, has been reopened.

* * *

The Tonna Theatre, formerly the Palace, at Owatonna, Minn., will be remodeled and redecorated and equipped with new seats and a new Western Electric sound system. Plans call for its reopening about March 1. The house will be managed by Mr. and Mrs. Floyd B. Thompson, who formerly operated the State Theatre at Fairmont, Minn

* * *

Following its remodeling, the Marcus Theatre, the largest show house at Lemmon, S. D., will be reopened.

* * *

Paul Melhus, of Fargo, N. D., has purchased the State Theatre at Fairmont, Minn., from H. L. Peterson.

J. C. Kennedy has reduced his prices at the Ritz Theatre, DeSmet, S. D., to 35c on week nights. The former price was 40c. A new sound screen has been installed.

* * *

After having been temporarily closed on account of poor business, the Iowa Theatre at Washta, Ia., has been reopened.

* * *

J. B. Houlihan has leased the movie theatre at Bowdle, S. D., and installed sound equipment, giving the town its first taste of talkies.

* * *

The Midland, S. D., Theatre, built and operated by the local American Legion post, has been leased to L. B. Lee.

* * *

A new motion picture theatre has been opened at Clear Lake, Wis.

* * *

Fire, caused by a short circuit, did damage estimated at $2,500 to the State Theatre at Sioux City, Ia. The loss was covered by insurance.

* * *

The Orpheum Theatre at Hancock, Mich., has been remodeled and is running again under the management of the Lloyd Theatre Circuit of Menominee, Wis.

CURRENT RELEASES

Week of January 18

COLUMBIA

Screen Snapshots, No. 4.
Curiosity, No. 5.

EDUCATIONAL

Dance Hall Marge, Marjorie Beebe, 21 min.
Marriage Rows, Lloyd Hamilton, 19 min.
Hodge Podge.
Wm. J. Burns Detective Mystery.

FIRST NATIONAL

Kismet, Otis Skinner, 91 min.

FOX

Men on Call, Edmund Lowe, 65 min.

METRO-GOLDWYN-MAYER

The Great Meadow, John Mack Brown.
Pip From Pittsburgh , Charley Chase, 20 min.

PARAMOUNT

No Limit, Clara Bow.
French Line, Gina Malo, 7 min.
Anything But Ham, Smith and Dale, 9½ min.
By the Beautiful Sea, Screen song, 6½ min.

PATHE

Painted Desert, Wm. Boyd, 84 Min.
Stage Struck, Checker comedy, 20 min.

RKO

Royal Bed, Lowell Sherman, 75 min.
Humanette, No. 6.

TIFFANY

Desert, Rolling Stone series, 10 min.
Voice of Hollywood, No. 24, 10 min.
Nine Nights in a Barroom, Chimps, 20 min.

UNIVERSAL

Cohens and Kellys in Africa, Sidney-Murray, 72 min.
Strange As It Seems, No. 5, 10 min.
Spell of the Circus, Episode No. 2, 20 min.
In Old Mazuma, Sidney-Murray, 20 min.

WARNER BROS.

Other Men's Women, Grant Withers, 70 min.

"CIMARRON"

Hailed as Monumental Epic of Talking Picture Age

(By Special Correspondence)

Los Angeles—The last stubborn critics of the "audibles" are now confronted by the fact that it is possible to film a talkie even greater than those monuments of celluloid achievement, "The Birth of a Nation" and "The Miracle Man."

"Cimarron" is one of those films that mark historical periods in cinema progress.

These newspaper critics, magazine writers, a few movie producers and many theatre patrons said, when early talkers appeared:

"Here is something with great possibilities. These early films are crude; producers are imitating the stage and turning movies into musical comedy, and they are afraid of their medium. But someone will make a big talking picture that far surpasses the old silent masterpieces, and then the future of the screen will be secure."

Now they are saying: "I told you so."

Anyone who was in Hollywood when "The Miracle Man" opened, unheralded and unsung, at a small Los Angeles theatre, will recognize familiar phenomena in connection with "Cimarron."

The big talkie epic of Oklahoma settlement and American civilization had been anxiously awaited, but its first preview in a Hollywood theatre came as a surprise. The studio had kept the title of the film a secret even from the theatre manager.

Within twenty-four hours, all preview theatres of Hollywood and Los Angeles, and the Radio studio itself were swamped by phone calls demanding to know where and when it would be released, and so on. Several critics had chanced upon the preview, and two local film publications got out special editions immediately, hailing a "discovery."

A second preview followed within a few days, but those few days had sufficed for the news to spread. This time the manager announced the coming preview at the preceding evening's show. The house was the Belmont, in Los Angeles. Long before the box-office opened a huge crowd had assembled.

When the manager and a policeman attempted to line up the crowd, a riot ensued. It was quelled temporarily by the opening of the ticket window, but started again when the manager secured a soap-box and exhorted the crowd to "be ladies and gentlemen," threatening to call off the preview in case of further trouble. He was was nearly mobbed, and ill-advisedly closed the box-office again. Only the arrival of a police riot squad restored order!

The incident was the first of its kind in Los Angeles show history!

"Cimarron" has a cast headed by Richard Dix, who plays "Yancey Cravat." Irene Dunne of the stage "Showboat" fame plays his wife, "Sabra." Even minor roles—some mere "bits"—are enacted by players of the calibre of Estelle Taylor, William "Buster" Collier, Jr., and William Janney.

Even Dix may find that his history has been revised by "Cimarron." Like Henry B. Walthall in "The Birth of a Nation," who remained forever to fans as "The Little Colonel," Dix may henceforth be "Yancey Cravat."

As everyone must know by this time, "Cimarron" is an adaptation of Edna Ferber's novel. There was basis human appeal in the story, for the book was very popular.

However, the adoptor, Howard Estabrook, deserves great credit, as does Wesley Ruggles, the director. Both men already enjoyed outstanding reputations in their profession, but as one critic remarked: "'Cimarron' will set them aside on a pinnacle."

"Cimarron" is said to combine the epic sweep of a really significant spectacle with that quality so rare in big spectacles, superlative humanness. One critic said it was two pictures in one—a powerful human drama, and a spectacle of civilization actually in the making.

Jimmy Starr of the Los Angeles Evening Express went in for prophecy and raptures over Radio's screen venture in his review; said Mr. Starr:

"My prediction is that 'Cimarron' will take the honor for the New Year. It is in the class of never-to-be-forgotten productions. . . . a standard in super-talkie production by which others will be judged. From the very opening scene Ruggles shows a dauntless, always courageous spirit—sweeping characters before your eyes gorgeously and thrillingly, intermingling subtle touches with broad gestures . . . raw drama coupled with comic relief . . . sensational punches teamed with sweet romance, tragedy, happiness, life, death and love. Only a very brave and understanding megaphonist could have accomplished anywhere near what Wesley Ruggles brings to the audible screen—an epic if there ever was one."

Starting with a land rush—scenes representing the mad race to homestead Oklahoma Indian lands opened to settlement by the government in 1889—it is said to present an inspiring scene in the opening "shot." From camera to horizon, on a huge, rolling plain, thousands upon thousands of drivers and riders of horses, mules, oxen; wagons and buggies, every manner of conveyance of the period are shown.

At the signal, the rush is on, and in these brief scenes is encompassed one of the most exciting thrills the movies have ever devised.

In almost every division of the art of making motion pictures "Cimarron" is memorable. The makeup alone—movie-magic aging the principals through the seven periods of the story from 1889 to 1930—is an outstanding achievement.

The picture will create, thanks to the efforts of Miss Ferber, Estabrook, Ruggles and the film producers as well as the players, two immortal figures of film characterizations in Yancey Cravat and his wife, Sabra.

FOX TO HAVE BIG STORY BUDGET

Hollywood — A $2,000,000 annual budget to be devoted to the purchase of story material for seasonal programs for each of the next four years is announced by Winfield Sheehan, vice-president and general manager of the Fox Film Corporation. Mr. Sheehan has sent Albert Lewis, head of the Movietone City story department, to New York to negotiate for additional material for the 1931-32 season.

Lasky's Faith

Hollywood—Work for several hundred actors and studio workers is in prospect with the announcement that Paramount will spend several million dollars within the next four months on 28 feature talking pictures.

Jesse L. Lasky, production head, made the announcement upon his arrival here from New York, declaring that the increased production plans were indicative of his organization's faith in the return of healthy business conditions.

MAKES TALKIE OF HIS WILL

The reading of the will of an elderly retired Birmingham manufacturer will be a novel and probably embarrassing experience for the beneficiaries and others that he has invited to attend the ceremony, according to a dispatch to the New York Times.

The manufacturer, according to the "Daily Express," has had a talkie made of himself reading a document. Not only have the guests been selected but the order of their seats before the screen has been arranged so that he can address each one individually. Not all of the invited guests are beneficiaries.

In the address from the screen he points out the faults and virtues of each otherwise of their characters as he knew them. These candid criticisms will be delivered immediately after his cremation.

BIG PRODUCTION SCHEDULED ON THE WAY FROM RADIO PICTURES

Hollywood—Radio Pictures has started the New Year with the biggest production program in its history.

An augmented 1931-32 schedule involving several millions of dollars more than the $15,000,000 spent last year will be announced shortly.

A busy holiday season will keep from 2,000 to 3,000 workers at the peak of activity during the remainder of the current season.

More than $6,000,000 has been spent in a building and expansion program that makes Radio the finest and most modern talking picture studio in existence.

These are a few of the salient points brought out by Joseph I. Schnitzer, president of Radio Pictures, and William LeBaron, vice-president in charge of production, in an announcement concerning Radio's 1931-32 film producing season.

"We face the new season with every prospect of prosperity in the motion picture world," Schnitzer pointed out. "The motion picture industry is fundamentally sound. During the last few years it has become an industry as well organized, financed and managed as any of the nation's other major industries.

"Good entertainment will never be a drug on the market.

"As long as motion pictures fulfill their mission—that of providing the public with entertainment—the industry will remain in a healthy condition. When they fail in that duty, when they no longer carry the public into worlds filled with romace, adventure, comedy and pathos of life, then it will be time to worry about depression.

"Entertainment of the high standard now being produced offers no compromise with pessimism."

THE GE

B

HIPPODROME OF ACTION!

...Thousands of Fearless Riders...Incredible Feats of Daring Horsemanship ...Terrific Sweep of Battle ...Fighting Foreign Legionnaires...Caravans of Fiery Sahara...In Savage Spectacle...Unforgettable Drama and Romance!

STES MARCH ON

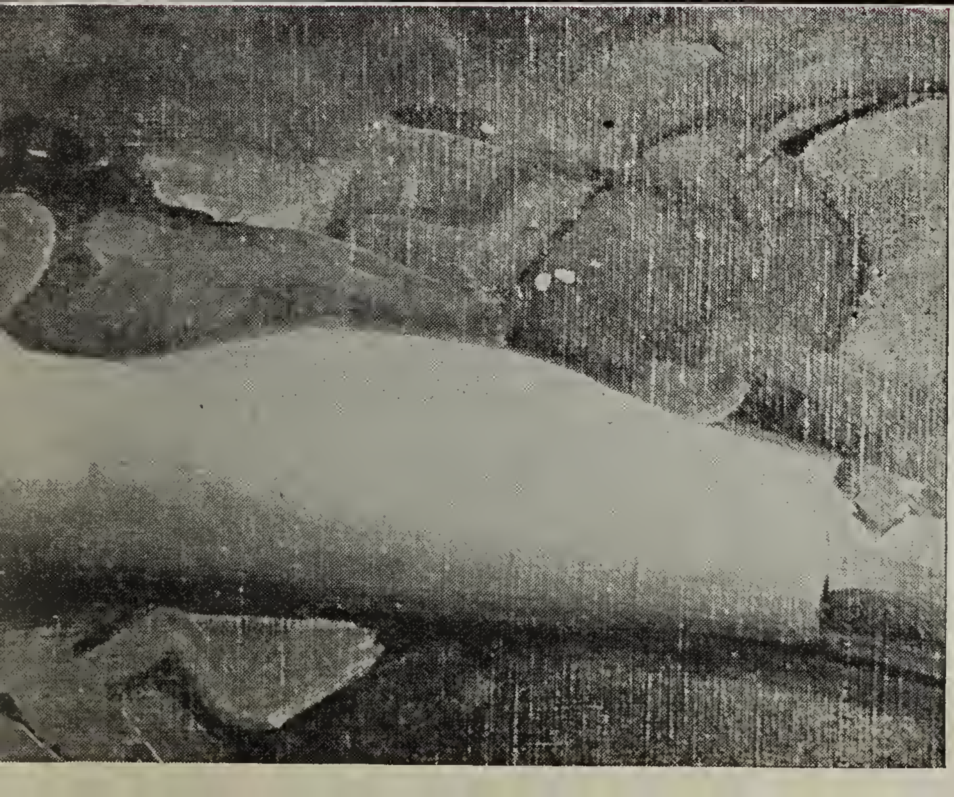
**Through Blistering Heat . .
Under Blood-Red Skies . .
Into an Empire Ablaze With
Primitive Passions!**

HUMANITY THRILLED TO "BEAU GESTE" . . . IT WILL NEVER FORGET THE SMASH AND WHIP OF EMOTIONS AROUSED BY

HERBERT BRENON'S

MIGHTY SEQUEL

EAU IDEAL



**RALPH FORBES
LORETTA YOUNG
IRENE RICH
LESTER VAIL
LENI STENGEL
1,000 OTHERS**

Radio
PICTURES
Reg. U. S. Pat. Off.

Noiseless Recording to End Poor Sound

New York—Noiseless recording is sounding the death knell of slipshod talking picture producing and processing, according to H. B. Santee, Electrical Research Products' director of commercial engineering, who has just returned from a survey of the Hollywood studios of producer-licensees using the Western Electric sound system.

Practically all of them have installed or are installing equipment for noiseless recording. They are unanimous in agreeing that this recording marks the greatest milestone in talking picture progress since sound itself was introduced. They agree that the new recording will necessitate a more rigid adherence to standards in production recording and in processing.

"The difference is that under the old recording methods a certain amount of deviation was permissible from these standards," Mr. Santee explained, "because any slight imperfections in the noises were masked by the ground noises themselves. Now with the ground noises eliminated by the noiseless recording, the other imperfections will be painfully obvious. The only alternative is going to be an insistence upon a standard of recording and processing that does away with them.

"We want to make it clear that the standard itself is unchanged. What was best under the old system of recording is still best and has been retained. What is being changed is the greater need for adherence to this standard to bring out the superior advantages of noiseless recording.

"It is in this general policy of exacting more rigid standards all around, as well as in the direct technical improvements that noiseless recording is proving itself such an unprecendented benefit to the industry. The improvement applies not only to the studio and the film laboratory but also to the theatres where a more rigid inspection and maintenance of reproducing equipment will be essential.

"The producers with whom I talked all felt that this 'tightening up' would react to the general benefit of every one in the industry. They stressed that with a better quality of recording and reproducing better talking pictures could be seen and heard in theatres, old fans would be held and new ones be created for the general profit of the people in the talking picture field."

NOTABLE CAST IN "DEVIL WAS SICK"

Hollywood—Laura LaPlante will be Frank Fay's leading lady in "The Devil Was Sick," which Warner Bros. will soon put into production. Many of the most beautiful girls in Hollywood will be seen in this picture. Besides Miss La Plante the cast includes Joan Blondell, Ethlynne Claire, Louise Brooks, Yola D'Avril, Nena Quandaro, Fern Andra and the Sisters G, famous specialty dancers. The masculine talent supporting Mr. Fay includes Arthur Edmund Carewe, Charles Winninger, Tyrrell Davie and Allen Mowbray.

CHATTERTON FILM IS "UNFAITHFUL"

Hollywood—"Unfaithful" is to be the release title of Ruth Chatterton's current Paramount starring picture, an original by John van Druten, author of "Young Woodley," "After All" and "Return of the Soldier." The story is a dramatic tale of an American Girl who finds her husband's spotless reputation is false and is unable through complications to free herself. John Cromwell will direct. In the cast are Juliette Compton, John Loder, Paul Cavanaugh, Donald Cook, Emily Fitzgerald and others.

Independent Producer-Distributor
To Keep Pace With
Independent Exhibitor

By JOHN R. FREULER
President, Big 4 Film Corporation

With the outlook brightening and the horizon widening for the 1931 independent exhibitor, the role of the independent producer-distributor increasingly assumes an accelerated pace.

Circuit operation, of course, offers outlets for the independent furnishing a steady supply of good program attractions, either features or shorts. Now, with the re-establishment of the independent exhibitor in increasing numbers, the independent producer-distributor is permitted a still wider market for his product and one that will permit of greater revenue. This increase in revenue will, in a degree, revert to the independent's product, and, in turn, be reflected in advantages to all.

Like the independent exhibitor, and all other individually managed institutions, the independent producer gets the very most for his money. Each picture is to him a separate venture, each dollar spent requires an individual realization.

Don't overlook the fact that the independent theatre owner is an important factor in the prosperity of the community by his participation in local real estate, by the employment of local labor and by his expansion in additional theatres in the immediate vicinity.

Sound and the expense entailed in installation of equipment was responsible for the curtailment of theatres throughout the country. It was a case either of poor equipment or no equipment for the independent already bent under heavy mortgages, etc., and circuit operation was the outcome and immediate relief in the emergency.

Now, however, that sound has been more or less stabilized the districts which have, meanwhile, been devoid of theatre facilities will, under the live and let live attitude of the circuits, be enabled to negotiate deals for rural houses. This will mean a still further expansion in the distribution of product of the large companies and afford, with their increasing numbers, a greater chance for the future of the independent who offers the type of "merchandise" in popular demand.

Thus, by the same token, the independent producer - distributor who has been prevented from availing himself of the better recording systems by exorbitant royalties, now, through a letting down in major company production, finds this handicap removed. An incalculable good will thus revert to the independent, still further enhancing the calibre of his product.

That the public becomes aware of good, through unpretentious program pictures, and sanctions their revival is effectively revealed in their increasing popularity.

Musical Comedy is Sent by Television

Chicago — The possibilities of television were presented last week to guests of Engineer L. P. Garner, who watched the first successful attempt to broadcast a musical comedy.

The play, "Their Television Honeymoon," in which the bride was willing to see her husband only by television, was broadcast from Station W9XAO.

In Garner's home, several miles away from the studio, the guests saw the play produced upon a tiny screen two feet square, saw clearly the images of the actors and heard every sound, even to the final kiss of the "television honeymooners."

The successful broadcast was made possible by new inventions of U. A. Sanabria, 24, an engineer. These inventions make it possible, Garner explained, for the transmitting operator to retouch the images as they go on the air.

NEW SHORTS FOR TIFFANY RELEASE

Hollywood—Grant L. Cook, executive vice-president of Tiffany Productions, announces that Alfred T. Mannon has been signed to produce four new series of short subjects for Tiffany release, each series to contain from thirteen to twenty-six complete short reels.

The tentative titles by which each of the series shall be known are "Sport Folio," "Screen Book of Knowledge," "Romance of the Old and New World," and "Screen Novelties."

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

THREE GO INTO WORK AT M-G-M

Hollywood—Three new productions have started at the Metro-Goldwyn-Mayer studios—starring vehicles for Marion Davies, Norma Shearer and Ramon Novarro.

The new pictures are "It's a Wise Child," starring Marion Davies, with Robert Leonard directing; "Strangers May Kiss," starring Norma Shearer; and "Daybreak," with Ramond Novarro starred.

NEIL HAMILTON SIGNED BY M-G-M

Hollywood — Neil Hamilton, prominent young featured player, has been placed under contract to Metro-Goldwyn-Mayer for a long-term period.

Among the pictures in which Hamilton has appeared are "The Patriot," "Three Week Ends," "The Studio Murder Mystery," "The Mysterious Dr. Fu Manchu," "Why Be Good" and Darkened Rooms."

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

ILLICIT

Warners—81 Minutes

Cast: Barbara Stanwyck, James Rennie, Ricardo Cortez, Natalie Moorhead, Chas. Butterworth, Joan Blondell and Claude Gillingwater. Directed by Archie Mayo.

"Illicit" is the story of Anne Vincent, who advanced the theory that marriage with its intimacies and restrictions, is fatal to love. She consents to wed a rich admirer and the difficulties she had foreseen beset their marital path. A former flame comes into the picture, again receives the husband's attention and a separation is agreed upon. The companionate plan is disrupted by an old lover of Anne putting in an appearance. Hubby is about to sail for Europe, halts at the gang plank, returns to Anne, to find her repentant with more respect for the marriage institution. The picture has been given lavish settings, sophisticated treatment and bright comedy. Miss Stanwyck turns in one of her best performances.—Warren.

ASSOCIATED PUBLICATIONS MERIT AWARD

One Heavenly Night

United Artists—81 Minutes

Cast: Evelyn Laye, John Boles, Leon Errol, Lilyan Tashman, Hugh Cameron, Marian Lord, Lionel Belmore, George Bickel, Vincent Barnett, Henry Victor. Directed by George Fitzmaurice.

This is a comedy with music rather than a musical comedy in the sense generally accepted. The comedy is supplied principally by Leon Errol, whose familiar antics of the stage are shifted to the screen in a very satisfactory manner. Evelyn Laye, a British favorite, is a beautiful blonde who should win many admirers in this country. She has an acting technique which is unique and her manner and charm are convincing. John Boles comes through with a good performance.

Music is brought in, at times, at odd places and may spoil the picture for those who like their entertainment straight, without sudden burstings into song. At one place Boles is pursuing Evelyn through a rainstorm and when she reaches her front door, with Boles close at her heels, the hero suddenly breaks out in song and Evelyn responds, also musically. A male chorus, on horseback, adds materially to the effectiveness of the sequence, but despite this effectiveness, it seems that a song at such a spot in the picture is out of place.

However, these little technicalities do not injure the smooth running of the story and most fans will accept it as pretty good entertainment. Another player who should come in for some praise is Lilyan Tashman, whose work as Fritzi is commendable.

The story tells of a flower girl, Lilli, who poses as Fritzi, the star of a Budapest music hall, so that Fritzi can go away while some of the publicity about her quiets down. The Count falls for Lilli, thinking she is Fritzi, but when he finds out her true identity, his love remains the same.—A. F. S.

Second Honeymoon

Continental—60 Minutes

Cast: Josephine Dunn, Edward Earle, Ernest Hilliard, Bernice Elliott, Fern Emmett, Harry Allen, Henry Rocquemore. Directed by Phil Rosen.

Here is a pleasing light comedy which has been handled and directed nicely. It's a slim story but there are some good sequences and a number of amusing situations.

Josephine Dunn plays the part of a wife who, despite comfortable surroundings, a good home and husband, has romantic tendencies and is out to catch her husband's best friend. The friend, aware of her scheme, forms a plot with the husband to teach her a lesson. He takes her on a supposed elopement to a mountain cabin. She learns her lesson and all ends well.

The picture should please.—D.D.

The Command Performance

Tiffany—80 Minutes

Cast: Neil Hamilton, Una Merkel, Helen Ware, Lawrence Grant, Vera Lewis, Thelma Todd, Burr McIntosh, Albert Gran, Mischa Auer, William Von Brinken, Richard Carlyle, Murdock MacQuarrie. Directed by Walter Land.

A sophisticated comedy-drama with a strong appeal. It is smartly directed and acted and is pleasing throughout. Neil Hamilton again displays his ability and further establishes himself as one of the best leads in the business.

The story is set in an imaginary kingdom where Neil, as a young actor, gets a command performance from the queen to pose as her son, the prince, in order to woo the princess of a neighboring country for political purposes. The son resembles the actor and the scheme is well laid. The actor has been getting into a lot of trouble, anyway, and to obey the command is his only way out of his difficulties. The actor goes about his wooing under command but really falls in love with the princess, as was to be expected. He reveals his true self and when the prince decides to remain in exile, the way is clear for the princess and the actor.

Smooth running and careful handling has made a picture which might have been a trite affair into a real piece of entertainment.—D. D.

The Painted Desert

Pathe—77 Minutes

Cast: Bill Boyd, Helen Twelvetrees, William Farnum, J. Farrell MasDonald, Clark Gable, Charles Sellon, Will Walling, Guy Edward Hurn, Wade Boteler, William LeMaire, Cy Clegg, James Donlon, Richard Cramer, George Burton, James Mason, Brady Kline, Jerry Drew, Allen Adams. Directed by Howard Higgins.

This picture has some remarkable scenic shots that add to the merits of the story. The story itself resembles the old time two reel westerns, but it is produced on a lavish scale and should get over in a big way. Bill Farnum, who used to be prominent in western and action pictures of the silent days, is effective in his part. Bill Boyd is good, as is Helen Twelvetrees, although her role is somewhat different from previous efforts. On the whole, "The Painted Desert" is a good picture and should entertain the majority.

The story is that of two pioneers, Farnum and MacDonald, who find a baby boy in an abandoned wagon and adopt him. The boy, Boyd, grows to manhood and falls in love with Helen Twelvetrees, the daughter of MacDonald. There is the usual triangle, with Clark Gable forming the third side in a villainous role. There is a feud between Boyd's two foster fathers which eventually is smoothed out through the efforts of Boyd.

A blast which tears away the side of a mountain is a thrilling sequence of the picture.—S. F. D.

Correction

"The Dawn Trail" (Columbia) and not the "Dawn Patrol" is the correct title of the picture reviewed on this page last week.

Short Subjects

Take Your Medicine

Educational—10 Minutes

This comedy is in color and is reproduced effectively. There are some exceptionally pretty scenes and some good laughs. The story concerns Andy Clyde's dislike for his daughter's sweetheart and the efforts made to prevent an elopement. A lot of comedy is crammed into 10 minutes but it fills the bill.—G.

Simply Killing

Paramount—8 Minutes

Willie and Eugene Howard star in this unusually funny piece which gets over big. It's a burlesque on Russian military dramas and shows Eugene being marched to the wall to be shot, with Willie in charge of the firing squad. Willie drills his soldiers in a comic fashion until the victim begs to be shot for relief. The picture ends with a rescue. Good for laughs.—G.

Discovered

Paramount—10 Minutes

A domestic comedy starring Solly Ward, who supplies his amusement mainly by his mispronunciations. It concerns a row with his wife over some alleged kissing on the part of Solly, who is getting in bad until it is brought out that his wife hasn't been so straight herself. Amusing.—S.F.D.

EVELYN BRENT IN RADIO FEATURE

Hollywood—Evelyn Brent, after a screen rest of three months, is to be starred in Radio Pictures' "Traveling Husbands," a comedy-drama now in preparation.

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP
AND PICTURE SELLING
METHODS OF EXHIBITORS

Comic Contest Aids "Dougboys" Ads

WALTER CALDWELL, manager of Loew's Valentine Theatre, Toledo, Ohio, included a comic contest in the vigorous exploitation campaign he used to put over his showing of Metro-Goldwyn-Mayer's "Doughboys."

Caldwell arranged for a card to be placed in the lobby beside a large head of Buster Keaton which contained copy to this effect: Free admission was offered to any patron entering the theatre, who would agree to sit in a certain portion of the house where a mentor would be stationed to watch whether he could succeed in an effort to avoid laughing at any time throughout the picture.

Patrons did not enter this contest, of course, but it did emphasize a great deal, the laughing qualities of the picture.

FUNNY FACE CONTEST O. K.

A HUMOROUS angle even on a serious picture now and then spells good showmanship. Furthermore, when it is a drawing contest, it intrigues the kiddies. When "All Quiet" played at the New American Theatre, Evansville, Ind., Morris Davis, the manager, assisted by Andy Sharick, Universal exploiteer, tied up the Journal-Courier for daily space on a funny face contest. Each day a cartoon head of a different character in "All Quiet" was published. Contestants had to draw in features and make them as funny as possible. All it cost was some theatre tickets.

In addition to this, the theatre got announcements in all the schools; secured endorsements from local celebrities and used them for display in their lobby; got a splendid full page co-operative ad flash in the paper. Book tie-ups and numerous other tie-ups were secured.

NOVEL CONTEST AIDS "WAR NURSE"

M. A. MALANEY, manager of the Loew's Stillman Theatre, Cleveland, Ohio, included a novel and interesting contest in the exploitation campaign he used to succeed in his showing of the Metro-Goldwyn-Mayer production, "War Nurse."

Malaney arranged with the Plain Dealer to run a contest which appealed to war nurses, and offered two guest tickets to the first fifty who sent in letters of three hundred words to the photoplay editor of the newspaper telling of their most thrilling experience in France. Three cash prizes were given for the first three best letters received, and Malaney also extended an invitation to all members of the Cleveland chapter of the Women's Overseas League, to be guests of the Stillman Theatre on the opening night.

ANOTHER TIE-UP ON "WAR NURSE"

A NOVEL display was included by Marc Bowman, manager of the Fox Broadway Theatre, Portland. Ore., in the exploitation campaign he used to put over his showing of "War Nurse."

One week prior to the opening of "War Nurse," a field tent was displayed in the theatre foyer. Accompanying tie-up copy explained that "War Nurse" was so intensely realistic that provision had been made to medically attend anyone who might suffer nervous exhaustion after viewing the picture. This, of course, was planned as a challenge to the curious. The tent, which was named "War Nurse Emergency Station," was in charge of a registered nurse throughout the showing of the picture, and created a great deal of attention.

At noon on the opening day an Arrow Co. ambulance, displaying "War Nurse" banners proved its ability to attract attention by speeding along the downtown streets of the city. All traffic was stopped as the ambulance sirens were brought into play. To forestall civic opposition to this stunt, a tie-up was arranged with the American Legion, who received the suggestion of a membership drive very favorably. The ambulance banners included the line, "Join the American Legion, Portland Post No. 1." By way of additional cooperation, the American Legion Drums and Trumpet Corps paraded to the theatre and performed in front of the box office for twenty minutes on the opening night of the picture.

"GORILLA" GETS GOOD PUBLICITY

IN exploiting "The Gorilla" at the Palace Theatre in Huntington, W. Va., good use was made of a nimble young man made up to look like the giant simian which creates the consternation in the comic mystery picture produced by First National. At one juncture in the program, the house lights were lowered and a "warning" broadcast to look out for the "gorilla." A moment later the "huge ape" was to be seen ambling to the stage, the operator picking him out with a green spotlight. As the figure crossed the stage there was a rapid fire sales talk from the house manager, followed by the regular trailer announcing the picture. Later the "gorilla" make-up was used for a street ballyhoo, numbers of children following the figure all over the city. The stunt attracted much attention and the management had reason to feel gratified with its results.

Ad Stunt

ART HAMMELEIN, manager of the Capitol Theatre in Altoona, Pa., used a new an interesting angle of the classified ad stunt for his engagement of "A Lady Surrenders" that netted him considerable extra free publicity. Each day the Altoona Tribune printed ten questions, the answers to which were to be found in the classified ads. Two tickets to the Capitol were offered the first five persons to bring in correct answers.

FIRE DEPARTMENT CO-OPERATING ON "THIRD ALARM"

TO prove his fine sense of showmanship, the manager of the Park Theatre, Reading, Pa., obtained the cooperation of his local fire department and the Committee of Public Safety in the decoration of his lobby with safety devices and fire apparatus.

A group of fire engines were loaned by the Union fire department, which were paraded through the streets of the town along with a group of firemen in uniform. A special reception was planned at the theatre as the firemen arrived to witness this great fire epic. The local fire chief wrote a special article for the local newspaper. This fine ballyhoo brought great results at the box office.

HANDKERCHIEFS CARRY MESSAGE

THE Circle Theatre, Indianapolis, Ind., distributed 3,600 silk handkerchiefs imprinted with a message on "A Lady Surrenders" when that picture played there. The handkerchief carried a catch-line, "Does a drop of milady's handkerchief signify that 'A Lady Surrenders?' "

B. V. Sturdivant, in selling this campaign tackled the picture from many angles. Five thousand book marks were distributed by the Indiana News Company. Five thousand hangers were distributed on milk bottles and doorknobs. One thousand specially addressed letters were sent out to the leading club women of the city. A number of guest invitation "summons" cards were sent out to a handpicked group of leading people. One inch teaser ads carrying varied copy as shown in the pressbook were used. The tie-up of the classified ad section of the Indianapolis Star brought big display space for the picture daily throughout the run of the picture.

Even the fashion angle was not overlooked. Gowns worn by Genevieve Tobin and Rose Hobart were featured in special stories in the newspapers.

KINE-QUIPMENT THIS WEEK—

NEW DEVELOPMENTS IN THEATRE EQUIPMENT

Panel Box Locates Projection Trouble

J. S. Wink, director of projection at the Eastern Paramount studio, has designed a simple panel box which is said to locate trouble in the sound or projection apparatus.

This new device embodies in the box proper, a series of pilot light sockets, which are wired into the various circuits of the projection and sound equipment. The hinged lid of the box contains bull's-eye domes in different colors consisting of white, white clear, red, blue, green and amber, which light up when power to their respective circuits are turned on.

As most of the apparatus in the booth is worked out with a system of pilot lights, but in many cases the lights are so placed that it is difficult for the operator to see them from the position from which he must watch his machine while it is running, the trouble panel box concentrates all the pilot lights from the various circuits in one box, placed on the wall of the booth in such a position that it is readily seen from any part of the room.

While testing or while running during a show, if any accident happens anywhere in any circuit the pilot light goes out and the operator knows instantly where the trouble lies and loses no time in making the necessary replacement. Most of the pilot lights in the panel box, it is said, are fed in parallel from the existing circuits, thus making the assembly and wiring extremely easy.

The first of these boxes to be put to use proved such a saver in the studio projection room that plans are now being considered for their manufacture and distribution to theatres.

W. E. HAS 7,489 INSTALLATIONS

New York—Western Electric installations total 7,489, according to the latest report ,with 4,862 in the United States and 2,627 in the foreign field. This total includes 57 installations recently completed in the United States.

The 57 recently finished include five Publix houses: The Hazel and the Strand at Wilkesbarre, Pa.; the Lyric, Aberdeen, S. D.; the Sterling at Wilkesbarre, Pa.; and the Rex at Dickson City, Pa.

TEST METER HAS NUMBER OF USES

A light, handy compact voltohmmeter for checking line voltages, tube and rectifier voltages, horn circuits and at the many other points where reliable knowledge of voltages or resistances is necessary to the efficient operation of sound apparatus, is being marketed by the Weston Electrical Instrument Corp., Newark, N. J.

This model No. 564, which weighs only 2.3 pounds including "C" battery, consists of a Weston Model 301 3¼-inch diameter meter with ranges of 600, 300, 30 and 3 volts (all 1,000 ohms per volt) and two resistance ranges of 0-10,000/0-100,000 ohms. Two toggle switches connect the various ranges of the meter in circuit. Any change in its voltage can be readily compensated, its manufacturers claim, by simply short circuiting the binding posts and adjusting the meter pointer to the zero ohm position by turning the voltage adjuster. A pair of 30-inch cables with long test prods is provided with each Model 564.

CAN CHANGE SIZE OF NEW SCREEN

The new Artone sound screen unit, which enables the projectionist in the booth, by pressing a button, to obtain any size screen desired instantly by iris movement and without any manual operation, has been perfected and is now being distributed by the Armstrong Studios, Inc., of Los Angeles.

Complete control by either projectionists or stage electrician, or both, is claimed with its use, and standard to Movietone, Magnascope or Grandeur, or vice-versa in any order desired, may be obtained.

The entire unit, which is all-steel constructed, can be counterweighted and handled the same as an ordinary curtain.

YOUR IDEAS MAY HELP A BROTHER EXHIBITOR. WHY NOT SEND THEM IN?

INTERNATIONAL MARKETING NOVEL TYPE OF SHUTTER

International Projector Corp. has developed a new shutter in which the blades are adjustable in the matter of width, and designed for use on the Super-Simplex or Simplex models equipped with the rear shutter.

The device is said to consist of a narrow vane which may be rotated within the limits of a slot containing set screws located in each end of the blades. The effect of this movement, it is claimed, will widen each of the two blades in equal proportion, or make them both narrow, depending upon which way the vane is moved.

Designed primarily for use in place of the regular stock Simplex rear shutter, it may also be substituted for an in-front-of-the-lens Simplex shutter, by having the hole in the hub bushed to fit the smaller shaft and constructing some sort of protective guard to prevent coming into accidental contact with the shutter wings when it is in operation, it is claimed.

BRENKERT HAS A NEW TYPE LAMP

Brenkert Light Projection Co. of Detroit has put on the market a new super high intensity projection lamp, known as Model A-800.

The lamp is an addition to the Brenkert line of lamps and effect machines, and is said to be equally suitable for the projection of either standard or wide film. Among the special advantages claimed for it are the fact that the entire mechanism is fully enclosed, it has easy accessibility, lubricating provisions, more accurate operation, etc.

Theatres where the new high intensity lamp has already been installed and is reported meeting with great success are: McVicker's and the Oriental, Chiacgo; the Paramount and Michigan, Detroit, and the Strand, New York.

New Air System

An inexpensive system of air conditioning has been perfected by the Tiltz Air Conditioning Corp., Ltd. Greater flexibility of control of temperature and humidity, simplicity of operation, in addition to reduced costs are among the features claimed for the system.

MOHAIR INSTITUTE IN ACOUSTIC WORK

Researches in theatre acoustics with a view of bettering sound picture reproduction is to be one of the early tasks of the Mohair Institute, which has just been established in Chicago, under the directorship of A. C. Gage, editor of the Angora Journal and internationally known mohair authority.

The institute will seek to further the interests of the American mohair industry through researches in improving the quality of the fleeces of the mohair goats and in developing new uses for the fabric that goes back to the Bible.

Turkey is the original home of the Angora goat, but the United States now has more mohair producing animals than any other country in the world. There are Angora goats in each of the 48 states, with Texas by far the largest producing state. Improved range practices in recent years have resulted in a finished product superior to that produced in the old world.

The development of talking pictures has brought many new problems to theatre owners and managers. The public demands theatres with acoustic properties that permit perfect hearing and understanding of reproduced speech. Many theatrical managements are finding that they can solve this and their seating problem at one and the same time by upholstering their seats in mohair. The value of mohair plush in improving theatre acoustic was shown in tests made by Prof. William R. Barss, of the Massachusetts Institute of Technicology. The ability of mohair plush to withstand severe service with good appearance, coupled with its superior sound-absorbing properties in seats and draperies, make an especially suited combination for theatre use. Mohair possesses remarkable wearing qualities because the wear comes on the end of the fibres. It is also the most sanitary of fabrics. Dust does not remain on the surface of the seats to come off on the occupant's clothing, but enters the pile and can be readily removed by vacuum cleaning. Its rich appearance and beautiful and unfading colors also make it ideal for theatre hangings.

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction ... John F. Seitz, A. S. C.
Cinematography an Art Form ... Lewis W. Physioc
Cinematics ... Slavko Vorkapich
The Evolution of Film ...
Optical Science in Cinematography ... W. B. Rayton
The Evolution of the Motion Picture Professional Camera ... Joseph A. Dubray, A. S. C.
Composition in Motion Pictures ... Daniel Bryan Clark, A. S. C.
Painting With Light ... Victor Milner, A. S. C.
Sensitometry ... Emery Huse
Light Filters and Their Use in Cinematography ... Ned Van Buren, A. S. C.
Borax Developer Characteristics ... H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus ... J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film ... J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up ... Max Factor
Pictorial Beauty in The Photoplay ... Wm. Cameron Menzies
Philosophy of Motion Pictures ... George O'Brien
Wide Film Development ... Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures ... F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps ... R. E. Farnham
Color Rendition ... Jackson J. Rose, A. S. C.
Motion Picture in Natural Color ... Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording ... H. G. Knox
The Nature of Sound ... Professor A. W. Nye
Architectural Acoustics ... Dr. Vern O. Knudsen
Sound Personnel and Organization ... Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System ... R. H. Townsend
Motion Picture Sound Recording by Fox Film Company ... E. H. Hansen
Motion Picture Sound Recording by Western Electric Method ... Dr. Donald MacKenzie
Reproduction in the Theatre ... S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System ... John O. Aalberg
Technic of Recording Control for Sound Pictures ... J. P. Maxfield
Dubbing Sound Pictures ... K. F. Morgan
Recording Sound on Disc ... Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures ... Milton Stark
Cinematography Simplified ... William Stull, A. S. C.
Cinematography for the Personal Movie ...
The Dusenbery System of Estimating Exposure ... H. Syril Dusenbery
Micro-Cinematopraghic Apparatus ... Heinz Rosenberger
What They Use in Hollywood ...
Useful Facts and Formulae ...

675 Pages—Over 300 Diagrams & Photographs

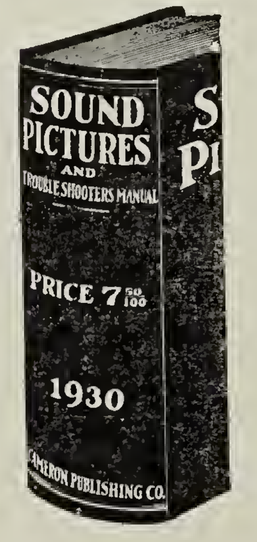
48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel
("Roxy")

Used since 1918 as the Standard Authority on the Subject.

**Fourth Edition — 1,280 Pages
500 Illustrations**

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA

OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., **Kansas City, Mo.**

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

FOUR PAIR low intensity lamps and rectifiers cheap for cash. Strong Lamp Co., 416 Film Bldg., Detroit, Mich. 1-27

TWO SIMPLEX Mazda lamps and regulators; nearly new, $75. Ideal Theatre, Middleville, Mich. 1-21

USED MAZDA equipment; must be in good condition and cheap. Write Sterling Theatre, Sterling City, Texas. 1-20

BRAND NEW veneer and spring cushion chairs of finest quality. Buy now. Prices are ridiculously low. Backs and seats furnished for any make chairs. Mail us your samples. C. G. Demel, 845 South State St., Chicago, Ill. 2-10

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRES FOR SALE

FOR SALE — Opera House at Claremont, Minn. E. Muntz, 1763 Central Ave., Dubuque, Iowa. 1-20

425-SEAT theatre for sale; only playhouse in town. Bargain for cash. Colonial Theatre, Bradford, Vermont. 1-20

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POSITIONS WANTED

OPERATOR—Sound, wants job; willing worker; will devote time to manager's interest; reference. H. L. Brewer, Granby Mo. 1-27

PROJECTIONIST — Sound, wants position in middlewest. Roy L. Brewer, Granby, Mo. 1-21

POPCORN

SOUTH AMERICAN Gold Nugget popcorn; 50-pound cans, $6.00; 100-pound bags, $11.00. Popping condition guaranteed. Douglas Company, Box D7631, Kansas City, Mo. 2-10

THEATRICAL PRINTING

ADVERTISE—Pack your house; use dodgers; 1,000 3x8, $1.00; 1,000 4x9's, $1.25. Surprise delivery. King Shopress, Warren, Ill. 2-3

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad__________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

Little Tips To BIG Things

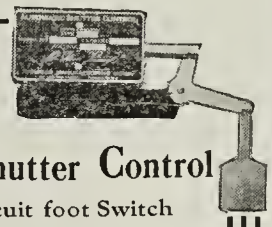
Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. We replace your Model A with Model D giving liberal allowance for Model A.

DOWSER MFG. CO.
691 Lincoln Place -:- Brooklyn, New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

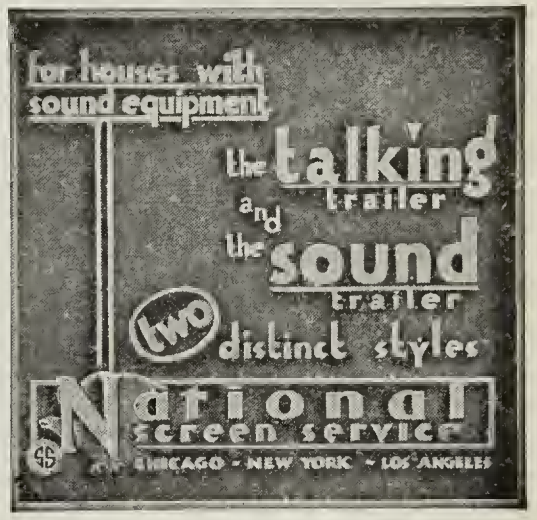
Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ....1717 Wyandotte St.
Los Angeles, Calif....811 Hollywood Bank Building
Philadelphia, Pa. ....261 North Broad St.
Pittsburgh, Pa. ......William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. ......1910 K St. N. W.

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL

KOOLER-AIRE

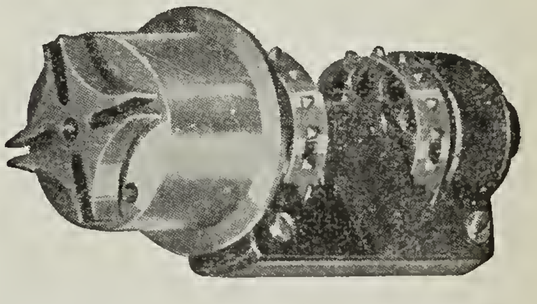
NATURE'S REFRIGERATION



N A N
FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.
MINUSA SOUND SCREEN
For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Unbelievable But True!

A Genuine
NEON SIGN
for Only....

$25.00

YOUR
DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.
CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899
THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street KANSAS CITY, MO.

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., JANUARY 27, 1931 Number 10

THE PICTURE INDUSTRY

IS leading the country back to PROSPERITY!

—and Leo (as usual) is leading the picture industry!

M-G-M

The Season's Best Ticket Sellers

Current and Coming

- Marie DRESSLER — Polly MORAN in "Reducing."
- JOAN CRAWFORD in "Paid."
- GRETA GARBO in "Inspiration."
- Lawrence TIBBETT — Grace MOORE in "New Moon."
- CONSTANCE BENNETT in "The Easiest Way."
- NORMA SHEARER in "Strangers May Kiss."
- JOAN CRAWFORD in "Dance, Fools, Dance."
- LAWRENCE TIBBETT in "The Southerner."
- WALLACE BEERY in "The Secret Six."

AND MORE ON THE WAY!

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

Unbelievable But True!

A Genuine NEON SIGN for Only.... **$25.00**

YOUR
DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.
CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899

THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street KANSAS CITY, MO.

M. E. CUFFEL
Editor and Manager

MOVIE AGE
PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

PRATT WILL KEEP OPEN ON SUNDAY

Winfield, Ia.—In an open statement to the public, G. E. Pratt, manager of Pratt's Theatre here, announces his intention to keep the showhouse open on Sunday nights and pleads for the support of fairminded citizens. He points out that surrounding towns have Sunday shows which draw many Winfield residents and feels that the money so spent should be kept at home to "save Pratt's theatre for Winfield." Calling attention to his heavy investment, he makes it clear that the house will have to be closed unless Sunday performances are permitted. The statement concludes with the assertion that "there is no desire to interfere with Sunday religious activities, but a hope that, working together, all forces may improve Winfield as a real community center beneficial to all."

PUBLIX TO USE COLUMBIA PRODUCT

Ben Marcus, Columbia exchange manager in Minneapolis, and representatives of Publix Northwest circuit, have agreed on terms for a contract whereby the Publix circuit will use all of the Columbia product. The Columbia pictures will go into the Publix houses on the same basis as is utilized in the case of all the big pictures playing these theatres. The RKO Twin City houses have the Columbias for first runs in the Minneapolis and St. Paul loop.

Columbia recently screened "Ten Cents a Dance," the dance hall hostess drama, starring Barbara Stanwyck, a print of which arrived in Minneapolis last week. This is a big special release and is not covered by the RKO and Publix contracts. It will be sold as a special and Marcus is anticipating big things for it.

Into 2nd Week

Two successive Columbia pictures, "The Criminal Code" and "Charley's Aunt," did such a big business in their initial week at the RKO Orpheum, Minneapolis, that they immediately were transferred over to the RKO Seventh Street Theatre for a second week in the loop at the same prices. Because of the weekly vaudeville change no picture is held longer than one week at the Orpheum.

"BIRTH" GETS BIG BUSINESS HERE

After a three weeks' run at the Lyceum Theatre, Minneapolis, "The Birth of a Nation" will be presented throughout the territory by the Triangle Film Co., of which A. W. Nicolls is manager. The company just has moved into its own exchange building at 70 Glenwood avenue. Its offices formerly were at the Nicollet hotel.

"The Birth of a Nation" played to big business at the 2,500-seat Lyceum and was enthusiastically received by the crowds. Those who had seen the classic before were a unit in agreeing that it has been improved by its sound trimmings and that it holds its own with the best of present-day product.

Mayor W. F. Kunze made a vigorous fight to stop the picture and succeeded in closing the theatre for two days, but the Lyceum management battled him to the finish and finally won out, obtaining a federal court restraining order which permitted it to resume the showing of the picture and prohibiting interference by the mayor or police department.

The newspaper publicity in connection with the mayor's attempts to stop the picture is believed to have helped business. The mayor said that he believed the picture would cause race prejudice. His action was taken after he had received complaints from delegations of Negro citizens.

On Sick List

Two members of the Paramount ad sales' department, in charge of L. M. Palmquist, have been incapacitated by illness. They are Ronald Brown, a poster clerk, who was compelled to undergo an operation, and Miss Cecyle Galvin, a stenographer, who has been confined to her home by sickness.

New Fox House

Burlington, Ia.—Fox is planning to build a new theatre here. It will be a large de luxe house equipped to handle stage productions as well as sound pictures. Two sites are under consideration and a deal for one of them is expected to be closed this week.

Allied Theatres Declare War Against Chain Houses

Allied theatres in the Twin Cities, members of Allied States, have declared newspaper war on their competitor chain houses operated by Publix and RKO. In huge display ads they urge the public to patronize home industry and promise guaranteed pictures for less.

The sudden onslaught has been ignored thus far by Publix and RKO. Officials of the two circuits assert they are not considering any retaliation plans. They profess to believe that the attacks will not injure them. They assert that the general public is concerned only with the quality of entertainment provided and the environment in which it is offered, rather than the ownership of the theatres.

Sixteen independent Minneapolis theatres joined in the large display ad in the Minneapolis Tribune. The houses were the Alhambra, Bijou, Southern, University, Ritz, Agate, Laola, Princess, Heights, Savoy, Crystal, Franklin, Gopher, Park, Liberty and Paradise.

Headlines of the ad read "Go to an Allied Theatre." Readers are urged to look for the Allied sign which states that Allied Theatres are home owned "for your protection. "Guaranteed pictures for less," declares the ad.

In the body of the ad it is stated: "An Allied Theatre is a place of entertainment for the family, owned and operated by your neighbors whose interests are identical with your own. Money spent at an Allied Theatre is retained in your city, becomes a part of the community capital and stands guard against unemployment and depression at home.

"The operators of Allied Theatres are experienced showmen who realize that they must furnish entertainment adapted to the tastes and standards of their patrons whom they study and know.

"Allied Theatres are seeking to rid the amusement field of its greatest handicap — absentee control—under which theatre patrons are required to endure pictures which persons far removed in distance and thought decree that they shall see.

"The Allied States Association of Motion Picture Exhibitors stand for a degree of decentralization in the motion picture business which will enable the public to see the kind of pictures it prefers.

"You can aid in the restoration of home rule in the field of entertainment by patronizing Allied Theatres, keeping in touch with the managements and making your preferences known."

At the bottom of the ad it is stated that "Allied Theatres are members of a local and national organization of Independent Theatre Owners whose aim is to give you guaranteed pictures for less." Names and addresses of the 16 Allied Theatres in Minneapolis are given.

Optimistic

Film exchange in Minneapolis report that exhibitors in the small towns throughout the territory are "feeling better" these days. Since the first of the new year business has picked up nicely almost all along the line, it is stated, and this has given rise to a more optimistic attitude among the theatre owners and managers. The generally high quality of the product released so far this year is believed to be an important factor in the improved situation.

WORKMAN BACK TO WORK AFTER REST

Feeling fit as a fiddle as a result of a three weeks' rest and prepared to continue the fine sales' record of the Minneapolis exchange, W. H. Workman, manager of the Minneapolis M-G-M branch and president of the Film Board of Trade, has returned from his vacation and again plunged into his duties with increased vim and vigor. He spent the time visiting his parents at Palm Beach, Fla.

Block Booking to be Discussed at Allied Meet in Chicago

Canvention To Be Conducted on Group Plan, Says H. M. Richey; Five Groups To Meet Daily, Each to Discuss Major Topic

New York—H. M. Richey, Allied leader of Michigan, said last week that block booking will be one of the principal subjects for discussion at the Allied States convention in Chicago, February 10 and 11. Another important subject will be the proposed consolidation with M. P. T. O. A.

The meeting will be conducted on the group plan, Richey stated. Each exhib unit will be invited to name 15 members to attend conferences on various important issues, such as protection, the Federal Checking system, music tax and score charges. A general meeting will be held on the first day, Tuesday, and afterwards the group plan will be effected. On the closing day, Wednesday, a second general session will be conducted and in the evening a banquet will be given. Among matters to be acted upon will be an annual report concerning Aliled activities, probably submitted by President Myers. Chairmen of each group will be appointed prior to the conference.

Expectations are that five groups will meet daily, each occupying itself with a major problem. At least 24 territories will be presented at the meeting, said Richey. Plans for correcting various situations will be formulated.

STRAUSS MUSIC IN CHEVALIER FILM

New York — Plans for what promises to be New York's most ambitious single motion picture production are being made for "The Smiling Lieutenant," Maurice Chevalier's next starring vehicle, which will go into production in February at the Paramount New York studio. Claudette Colbert and Miriam Hopkins will play opposite Chevalier. The latter will be given ample musical opportunities due to the fact that Oscar Strauss, famous Viennnese composer, and Clifford Grey, lyricist, are now at work on the original music for this production. Ernest Vajda and Samson Raphaelson are writing the ulta-modern story and dialogue. Ernst Lubitsch will direct.

Famous Extra

Hollywood — Jerry Storm, the director who helped make Charlie Ray a great actor and millionaire, worked as an extra in a Radio film recently.

Hanson Resigns

New York—Oscar Hanson, formerly sales manager for Tiffany, and more recently assistant general manager of the company, has terminated his association with the organization, it is reported here.

UNIVERSAL BUYS CLARKE NOVEL

Universal City—Carl Laemmle, Jr., has made an important addition to the talking picture material which he is assembling for Universal for next season. It is the purchase of the motion picture right to Donald Henderson Clarke's novel, "The Impatient Virgin," which will be published in March by The Vanguard Press.

Donald Henderson Clarke has had a sensational rise as a writer of best sellers, the first being "In the Reign of Rothstein." He followed up this success with "Louis Beretti," which reached the screen under the title "Born Reckless," and scored another success with his novel "Millie," screen production of which is just being completed.

GEORGE CHANDLER SIGNED BY PARA.

Hollywood — George Chandler, who recently completed a featured part in "Doctors' Wives" at Fox studio, has been signed by Paramount for "Gentlemen of the Streets," William Powell's new starring picture which Richard Wallace is directing.

Chandler has previously played for Paramount in "The Virginian," "The Light of Western Stars," and other films. He is a graduate of the University of Illinois and before coming to Hollywod three years ago was in vaudeville.

"THE RIDIN' FOOL," WESTERN, FINISHED

Hollywood — Trem Carr has completed the sixth of the series of Bob Steele action westerns, "The Ridin' Fool," under the direction of J. P. McCarthy.

OLDKNOW STAYS AS FOX W. C. HEAD

Los Angeles—Contrary to prevalent rumor, Oscar S. Oldknow stays on the Pacific Coast as executive vice-president of Fox West Coast Theatres and in charge of operations for that circuit.

Business conditions with the western circuit are excellent, box office reports are better than last year at this time, waste has been trimmed out of the circuit operation and a new spirit of willingness to go somewhere and get some place prevails among the manpower of the organization, Oldknow declares.

DENY YOUNG IS LEAVING TIFFANY

New York—Grant L. Cook, executive vice-president of Tiffany Productions, in a statement last week unqualifiedly denies rumors that have been printed and circulated to the effect that L. A. Young, president of Tiffany, is to withdraw as the head of that organization.

"There is no truth in such rumors or prognostications and the company is rapidly going ahead with plans for its production activities for the coming season," Cook declared.

AND NOW CHAPLIN IS A COMPOSER

New York — Charlie Chaplin, author-director-producer-scenarist-actor-editor, now steps forth as composer and for his "City Lights" submits these songs of his own composition, all of them played as accompaniment but not sung: "Beautiful, Wonderful Eyes," "Tomorrow The Sun Will Shine," "Happy Romance," "Promenade" and "Orientale."

Arthur Johnston of the Irving Berlin organization arranged the synchronized score for the film, which comes to the George M. Cohan Theatre during the first week of February.

BIG CAMPAIGN ON "CIMARRON" READY

New York—A day-and-date advertising campaign will usher in "Cimarron," similar to the opening of "Check and Double Check." Approximately 300 prints will be put into use on the opening day, which is set for about February 8.

CONNY BENNETT STAYS WITH PATHE EXECUTIVES SAY

New York — Refuting rumors that Constance Bennett has been signed to appear exclusively in productions other than those of Pathe, home office officials issued a statement today declaring that Pathe has Miss Bennett under long term contract calling for exclusive rights to her services until 1934.

No information of any other contracts being signed by Miss Bennett has reached the Pathe office and according to Lewis Innerarity, vice-president and secretary of the company, if such is or should be the case, Pathe will take all necessary legal steps to protect its rights to Constance Bennett's services in motion pictures.

Constance Bennett's next Pathe vehicle, temporarily titled "Lost Love," has been placed in rehearsal under the direction of Paul L. Stein, who guided the star in "Sin Takes a Holiday." This is the special vehicle written for the star by Ernst Pascal, author of "The Marriage Bed," "The Dark Swan" and other stage hits.

"PAINTED DESERT" SHOT ON LOCATION

Hollywood—Ninety per cent of "The Painted Desert," Bill Boyd's current Pathe special in which he shares honors with Helen Twelvetrees, was produced on the very locale of the story in the desert land of Arizona and on the Indian Reservation. Much of the romance, the thrills and action of the piece takes place in remote Dinosaur Canyon, which had never been seen by a white man until 1929.

The cast, which measures up to all-star proportions, includes in addition to Boyd and Miss Twelvetrees, William Farnum, J. Farrell Macdonald, Clark Gable, Edmund Breese, Will Walling, Al St. John, Jerry Drew, Wade Boteler, Richard Cramer, James Mason, James Donlan and others. Howard Higgin is responsible for the direction of "The Painted Desert," which is an original story by the director and Tom Buchingham.

PATHE COMPLETES "CAMPUS CHAMPS"

Hollywood — With "Campus Champs," the first two-reeler campleted in 1931 ready for preview, the Pathe comedy department has started "Hot Wires," with Harry Sweet directing.

Nat Carr plays the lead in "Campus Champs," which was written by Charles "Chuck" Callahan and Carr and adapted by Harry Frazer. Fred Guiol directed. Ray Cooke, Ed Deering and Kane Richmond are in the cast.

PICTURE BUSINESS

In its current analysis of the motion picture industry Standard Statistics Co. says, "Among recent releases are a number of excellent attractions, but the proportion of inferior productions still is relatively high. With further adoption of the system of booking productions on a percentage of box office profits, picture quality more than ever is a salient consideration."

So even in Wall Street it is known that better product is essential to the success of this industry. And, as regards the statement that this need is emphasized by the percentage system; we've made that same statement a number of times.

The first few weeks of this new year have shown that good pictures make for good box office receipts. The public has long since learned to shop for quality. And outstanding productions rarely fail to get the money. Too, the producers have got to get out of the habit of copy-catting one another and flooding the market at one and the same time with the same type of story. That is just one of the things that creates a picture-tired public and its effect on the box office is far from pleasing.

Picture quality does seem to have picked up in recent weeks. The insertion of more scenic action into the plots helping a lot to regain the movie fans' favor. Action was the thing that gave the screen what the stage couldn't give and what created its tremendous international popularity. Action is the thing that the talking picture needs. Fewer bedroom plots and the elimination of suggestive titles, too, will aid in weaning back a waning public patronage.

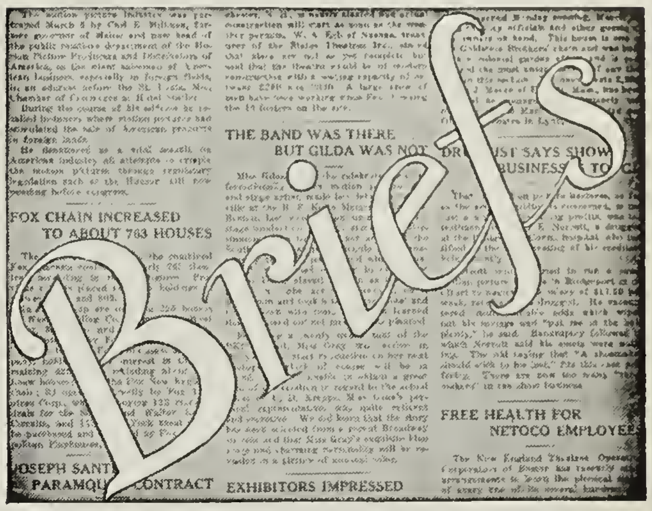
In short good pictures mean good business for everybody.

* * *

The industry, according to reports, is looking forward to the release of Charlie Chaplin's "City Lights." The publicists would have us believe that on this production depends the future of the talking picture, meaning that it may bring back into strong favor the silent production. That's good publicity but it isn't logical reasoning.

"City Lights" will draw because Chaplin has kept himself in the public eye pretty constantly even though he has not made a picture in about three years. The amount of success "City Lights" will have will depend on its merits as a production. Chaplin can do more with pantomime than most actors can do with dialogue and his decision to stick to his art was not an unwise one. But there are those who believe that this new production would prove a greater drawing card were it audible. That remains to be seen. However, there need be no fears in this industry that this silent production is going to cause a lot of expensive talking equipment to be junked.

Ben Shlyen


Briefs
FOX CHAIN INCREASED TO ABOUT 783 HOUSES
THE BAND WAS THERE BUT GILDA WAS NOT
FREE HEALTH FOR NETOCO EMPLOYEE
EXHIBITORS IMPRESSED

Sixty-five per cent of all pictures shown abroad last year were American made. In the silent days American productions occupied 80 per cent of the world playdates.

* * *

According to a checkup by The Film Daily 31 features were held over by the four Broadway de luxe weekly change houses during 1930.

* * *

Fred Thompson, cowboy star in Paramount and FBO westerns of the silent days, who died two years ago, left an estate of $183,652.

* * *

Sam Rork, former producer for First National, is expected to return to the production field soon. Rork has been ill for more than two years.

* * *

Hoot Gibson will split his time between pictures and vaudeville during the next season. Gibson will make two pictures for M. H. Hoffman and then hit the RKO stage for six weeks and then back to pictures again. When the pictures are completed he will go back to vaudeville.

* * *

George Jessel will write Eddie Cantor's next picture for United Artists, it is reported in New York.

* * *

Universal has started production on the Norris novel, "Seed," which will star John Boles and Genevieve Tobin.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

"QUOTES"

CLARENCE DARROW

"This talk about movies glorifying or making heroes of crooks is just silly piffle. I go to the movies—see lots of them. I have never seen a picture in my life, and I do not believe one has ever been made in which the crook or the wrong-doer is not both caught and adequately punished. Right always triumphs over wrong in the movies and that is more than we can say about real life."

Comedies Get Money At RKO Theatres

Minneapolis (Week ending Jan. 23)—Business was off everywhere excepting at the two RKO houses, the Orpheum and Seventh Street, where farce comedies held forth. "Charley's Aunt" at the Orpheum, proved a riot and did so well that it was moved over to the Seventh Street at the end of its initial seven days' run for a second loop week. "The Cohens and Kellys in Africa" boosted the Seventh Street gross.

The slump at other theatres was attributed to the box-office weakness of their attractions. While an exceptionally fine picture, "Blue Angel," splendidly acted by Emil Jannings and Marlene Dietrich, held little popular appeal. "The Lash," at the Minnesota, also failed to catch on.

Aster—Under Suspicion (Fox), Lois Moran and J. Harold Murray. **Business:** Fair. **Summary:** The romance of a member of the Northwest Mounted; moderately interesting. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, comedy and screen vaudeville.

Century—"Blue Angel" (Para). Marlene Dietrich and Emil Jannings. **Business:** Light. **Summary:** Magnificent acting by the stars in the gripping drama of a German professor's moral distintegration under the spell of a music hall siren; too sordid and daring for the average movie fan. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news; Paramount comedy; song cartoon.

Lyric—Men on Call (Fox), Edmund Lowe and Mae Clarke. **Business:** Fair. **Summary:** A highly artificial, crude and slow-moving drama of the California coast guards. **Entertainment Merits:** 65 per cent. **Short Subjects:** Comedy, sound news, screen vaudeville.

Minnesota—The Lash (First National), Richard Barthelmess. **Business:** Light. **Summary:** Light weight melodrama of a Mexican youth who turns bandit and revenges a wrong. **Entertainment Merits:** 75 per cent. **Short Subjects:** Stage show, sound news.

RKO-Orpheum—Charley's Aunt (Col.), Charles Ruggles. **Business:** Big. **Summary:** Laughs galore in this rip-roaring version of the screaming farce about the youth who dons women's clothes to help two pals along in their love affairs. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, sound news.

RKO-Seventh Street — Cohens and Kellys in Africa (George Sidney and Charley Murray. **Business:** Good. **Summary:** The partners organize an African expedition in search of ivory for their piano manufacturing business and the results are fairly funny. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, comedy, cartoon comedy.

State—Going Wild (First National), Joe E. Brown. **Business:** Fair. **Summary:** Brown as funny as ever in the hackneyed story of the young man who is forced into making his first airplane flight to prove the validity of his flying prowess boasts. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

FILM EXCHANGE
EXCH
Moving Along Movie Row

Complete new sound equipment and a larger screen have been installed in the Brin Theatre at Menasha, Wis.

* * *

Roy Leipovitz of Madrid, Ia., is opening the new Iowa Theatre in Des Moines, Ia. The house seats 600.

* * *

Sound equipment has been installed by John J. Tkach in his Rialto Theatre at Hebron, N. D.

* * *

Under a new policy at the Warner Brothers' Majestic Theatre, Sheboygan, Wis., there are five changes of pictures weekly.

* * *

Four of the five old directors of the Heron Lake, Minn., Community Theatre were re-elected at the annual election.

Donald Theissen, formerly of Mankato, Minn., and prior to that connected with the art department of the Publix theatres in Minneapolis, has been added to the staff of the Paramount Theatre, Faribault, Minn., being placed in charge of art and posters.

* * *

Frank Dau of Milwaukee has been appointed manager of Warner Brothers' Sheboygan, Wis., theatre. He has been connected with Warner Brothers for the past two years.

* * *

With new Western Electric sound equipment and upholstered seats, the renovated Lyric Theatre has been reopened by Publix at Aberdeen, S. D.

* * *

Robert Kling has purchased the new Comfrey, Minn., theatre from the group of six business men who formerly owned the showhouse. He had been acting in a managerial capacity for the old owners.

* * *

Floyd B. Thompson has acquired the Palace Theatre at Owatonna, Minn., and is installing Western Electric sound equipment.

* * *

Charles LaZarre has leased the city auditorium at Finley, S. D., from the city council and is showing movies at 10c admission.

M. L. Finkelstein Dies Following Sickness

M. L. Finkelstein, for many years one of the best known theatrical men in the United States and head of the Finkelstein & Ruben circuit of theatres before its sale two years ago to Publix, died on Jan. 21 at his home in St. Paul, following a long illness. He was 61 years old.

Following the sale of his holdings to Publix at a reported price of nearly $2,000,000, Mr. Finkelstein retired from active business. He was retired at the time of his decease.

Mr. Finkelstein came to this country at the age of 15 and, before entering the theatrical field, had achieved considerable success as a jeweler in St. Paul. In partnership with Mr. Ruben he began the F. & R. theatre chain with one small 10c movie house in St. Paul, the Princess, 23 years ago.

The Princess was a success from the very outset and the partners' next venture was the New Grand in Minneapolis, which also turned out to be very profitable. The chain developed gradually until William Hamm, Sr., finally was interested in the venture. From that time on its growth was rapid and, at the time that Publix acquired it, it included more than 150 theatres throughout the Northwest.

Mr. Finkelstein was active in civic affairs and a frequent donor to charitable institutions. He was a member of the St. Paul Athletic Club and Northwood Country Club. A Mason, he was a member of St. Paul lodge, No. 3, A. F. and A. M., and Osman Temple of the Shrine. A widow and three sons, Harold, Daniel and Leonard, survive.

Nebraska Exhibitors Organize Allied Unit

Allied States announces that thirty-two independent exhibitors of Nebraska met at Lincoln last week and organized the Allied Theatre Owners of Nebraska Cooperative. The board of directors of the new organization, following the precedent of Iowa, voted to affiliate with the national association subject to approval of the members at a meeting to be called in the near future.

The new organization is the outgrowth of the activities of Lester F. Martin, of Nevada, Iowa, who has been active in organizing and perfecting the Iowa unit. Mr. Martin, already general manager of the Iowa association, has been made secretary and treasurer of the new unit. In a very short space of time Mr. Martin has become one of the foremost leaders in exhibitor organization work, both in the extent of territory and number of theatres represented.

Iowa Joins

The Allied Theatres of Iowa, Inc., long a de facto member of the Allied family, now is a member de jure, meaning "sure 'nuff." Some confusion resulted from the fact that while the directors voted affiliation quite some time ago, their action had to be ratified by the members in accordance with the constitution. On January 13 the members voted unanimously to ratify.

The meeting in Des Moines was attended by Abram F. Myers and W. A. Steffes, who addressed the members. Mr. Myers also made the principal address at the luncheon on that day, directing his remarks against the proposed amusement tax.

GASTON MANAGES SEVENTH STREET

Dick Gaston is the new manager of the RKO Seventh Street Theatre, Minneapolis, succeeding Robert Cottom, who goes to the RKO President Theatre in St. Paul replacing Jack Bunce, resigned. Mr. Gaston formerly was with Publix.

Ray O'Connell, manager of the RKO Palace Theatre in St. Paul, who was seriously injured in an automobile accdient several months ago, nearly has recovered and expects to be back on the job shortly.

Dunas Here

Phil Dunas, western sales manager for Columbia, is a Minneapolis visitor this week. Frank Burke from the home office, representing the exchange operations department, was a visitor last week.

A new movie house has been opened at Eureka, S. D.

* * *

Roy Thomas is the manager of the new movie theatre at Clear Lake, Wis.

* * *

Paul Melhus, Halstad, N. D., hotel man, has purchased the State Theatre, Fairmount, N. D., a sound equipped house.

* * *

Manager A. I. Latts of the Royal Theatre, Ashland, Wis., has reduced his prices 30 per cent for the 25 minutes preceding the start of the regular program nightly.

EINSTEIN HITS "ALL QUIET" BAN

Hollywood. — Dr. Albert Einstein, the famous German scientist, who visited Universal City, where he saw the German version of "All Quiet on the Western Front," has issued a statement in Hollywood condemning the banning of the picture in Germany.

He declared the action "means a diplomatic defeat for that country in the eyes of the world," and continued:

"The action of certain groups in barring this picture disclosed a dangerous weakness on the part of the government in deference to the cry of the street."

The famous scientist, desiring to obtain a first-hand view of a big picture studio, went to Universal City as the guest of Carl Laemmle. All the stars on the Universal lot were introduced by Carl Laemmle, Jr., and Dr. Einstein spent some moments in a discussion of astronomy with Lew Ayres, the hero of "All Quiet," Ayres having recently taken up astronomy as a new hobby.

M-G-M SIGNS UP STARS, DIRECTORS

Hollywood — Neil Hamilton, prominent young featured player, has been placed under contract to Metro-Goldwyn-Mayer for a long-term period.

Among the pictures in which Hamilton has appeared are "The Patriot," "Three Week Ends," "The Studio Murder Mystery," "The Mysterious Dr. Fu Manchu," "Why Be Good?" and "Darkened Rooms."

New contracts have been awarded Dorothy Jordan, John Mack Brown, Anita Page and William Bakewell, prominent on the Metro-Goldwyn-Mayer stock player roster, also C. Aubrey Smith and Lester Vail, who came recently to the studio from the New York stage. Miss Jordan last appeared with Marie Dressler in "Min and Bill," while Brown is now completing the male lead in "The Great Meadow." Miss Page last played in "War Nurse," and Bakewell's last part was in "Dance Fools, Dance."

Among other contracts just announced by M-G-M is that with Dudley Murphy, short story writer, who will prepare a scenario based on an original idea submitted by him.

Arthur Gregor, director, has been placed under contract for didectorial and editorial work for a period that will extend beyond the completion of the Spanish language version of "Min and Bill."

Emile de Recat has been engaged to handle the translation of "The Big House" from English to Spanish and to supervise various technical details of the production.

Adela Rogers St. John will do a treatment of the story, "Copy Cat," for M-G-M, and Malcolm Stuart Boylan will write dialogue for an adaptation of the story, "Shipmates."

Rehearsals Start

Hollywood—The first of a series of elaborate rehearsals which will continue for four weeks, took place recently in connection with the preparation of George Arliss's next starring picture for Warner Bros., which has not yet been given a definite title. While the production is being directed by John Adolfi, the method of rehearsals is in accordance with Mr. Arliss's own ideas. Several roles still remain to be assigned. Among the players who have already been cast are Tully Marshall, Noah Beery, James Cagney, Sam Hardy and Ivan Simpson. Mrs. George Arliss is also to appear in the picture, which is based upon a short story by Earl Derr Biggers entitled "Idle Hands." Booth Tarkington has written the dialogue for the screen production.

AD ACCESSORIES SALES GOING UP

New York—Business is on the upgrade and exhibitors are using more advertising accessories this season than during any previous season, reports Lee D. Balsly, Fox ad accessory manager, upon his return from a visit to seven of the Fox Film exchanges. His tour took in Charlotte, Washington, Atlanta, Memphis, St. Louis, Cincinnati and Pittsburgh.

Of the seven, Mr. Balsly reports that six are using more advertising accessories this season than at any other previous period. He also found that the exhibitors are appreciative of the company's efforts in preparing and supplying advertising accessories.

"Newspapers are becoming directories," he said. "Personally, I believe it is a serious mistake for the theatres to place all of their advertising budget into newspapers. The most effective advertising campaigns are those well balanced with newspaper space, outdoor display, theatre lobby, direct mail and local merchant tie-ups. While most theatres are regular with their newspaper space, they are spasmodic with their use of outdoor display. After all, our public today are outdoor fiends, motoring, hiking and street car riding. The liberal use of poster paper is an investment."

CLARA BOW TO DO "WORKING GIRL"

Hollywood — Clara Bow's first starring vehicle after her return from a month's rest ordered by her physician will be "Working Girl," from the Broadway stage production "Blind Mice." When produced at the Times Square here last season "Blind Mice" served as a vehicle for Claiborne Foster, depicting the romance of a pretty drug store clerk with a man outside of her own set, a young millionaire who misleads her.

"ST. ELMO" FOR WARNER BAXTER

Hollywood — "St. Elmo," the story of a gentle character embittered by unrequitted love, will be made into a talking picture by the Fox Film Corporation. Warner Baxter has been assigned to the title role in this adaptation of Augusta Evans' successful play, known to both American and European audiences.

CURRENT RELEASES

Week of January 25

COLUMBIA

Last Parade.

Desert Vengeance, Buck Jones, 67 min.

Curiosity, No. 6, 9 min.

Roof of Europe, Rambling Reporter, 7 min.

Birthday Party, Mickey Mouse cartoon, 8 min.

EDUCATIONAL

Girls Will Be Boys, Charlotte Greenwood, 20 min.

Club Sandwich, Terry-Toons, 7 min

FIRST NATIONAL

Little Caesar, Edward G. Robinson, Jr., 60 min.

FOX

Once a Sinner, Dorothy Mackaill, 78 min.

METRO-GOLDWYN-MAYER

Inspiration, Greta Garbo, 76 min.

Village Smithy, Flip the Frog cartoon, 8 min.

The Chiselers, Laurel-Hardy, 28 min.

UNIVERSAL

College, Oswald cartoon, 8 min.

Spell of the Circus, Episode No. 3, 20 min.

Lady Killer, Leather Pusher, 20 min.

PARAMOUNT

The Royal Family of Broadway, Ina Claire, 78 min.

Love in the Suburbs, Victor Moore, 21 min.

Simply Killing, Willie and Eugene Howard, 8 min.

Runaway Boys, Bruce Novelty.

Pictorial, No. 6, 10 min.

RKO

Beau Ideal, Ralph Forbes, 79 min.

Dizzy Dates, Dane-Arthur, 19 min.

He Loved Her Not, Nick and Tony, 20 min.

Toby in the Circus Time, Toby the Pup cartoon.

TIFFANY

Caught Cheating, Sidney-Murray.

Voice of Hollywood, No. 25.

UNITED ARTISTS

Devil to Pay, Ronald Colman, 78 min.

FINAL TITLE FOR STEWART STORY

Hollywod — Donald Ogden Stewart's story of Mr. and Mrs. Haddock and their trip to Paris will be titled "Finn and Hattie" when it reaches the screen. The title announcement has just been made at the Paramount studios in Hollywood, where the picture is in production.

F. W. C. Adopt Clean Advertising Policy

Los Angeles—Complete adoption of the "clean advertising" policy, as recommended by motion picture industrial chiefs recently, is being insisted upon in the 1931 plans of Fox West Coast Theatres, it was announced by Oscar S. Oldknow, executive vice-president of the company.

This announcement particularly involves placing the official frown on the amusement concern on billing which might be objectionable because of too "sexy" picturization of characters, and advertisements which bait patron interest by captions and illustrations which have little to do with the actual contents of the picture being publicized.

Commenting of flamboyant advertisements depicting sex situations supposedly or actually contained in a program feature, Oldknow declared that a check on box-office receipts indicated the theatre-going public did not demand that the "it" theme be paramount in either publicity broadcasts or in the motion picture itself, but did insist on advertising matter being an index to the photoplay being presented.

"Theatre patrons should be able to rely upon advertising as a cinema 'Blue Book,'" said the Fox West Coast official, "and it was with this object in view that all employees of this organization have been instructed to strictly adhere to truth in their publicity campaigns. The orders were in the cause of good business as well as good taste."

According to the prospectus prepared by Oldknow, all advertising matter will picture or relate of actual incidents or situations in the attraction being exploited, and hoax "come-ons" of any sort will be barred.

An ever increasing direction of program sales appeal to the neighborhood theatre and its accompanying family trade is seen in the policy statement of the Fox West Coast chief, naming this source of patronage as one of the greatest assets of the concern. Advertising matter for these smaller theatre units is to be presented with the requirements of the family group entirely in mind, Oldknow says.

Catering to localized patronage sentiments, Oldknow stated, will be effected through the medium of the theatre managers in the various districts, with these employees being held responsible for gauging the public pulse regarding publicity values.

SENNETT TELLS OF PRODUCTION PLANS FOR 1931

New York—Mack Sennett reveals his elaborate production plans for the immediate future, which, according to Mr. Sennett, should result in a most superior line-up of consecutive releases, according to a report to the Educational home office.

The nine subjects outlined in Mr. Sennett's telegraphed communication show a marked tendency toward novelty in story material, treatment, casts and directors.

Marshall Neilan has been signed by Sennett to direct one of the first to be made in the new crop, a comedy take-off on the "Ex-Wife" and "Ex-Mistress" themes, immortalized in recent literature. The comedy will be called "Ex-Sweeties," and will boast an extremely strong comedy cast, including Marjorie Beebe, Harry Gribbon, Wade Boetler, and Betty Boyd.

The presence of Harry Gribbon and Andy Clyde in one picture is alone double assurance of laughs, and in Mr. Sennett's opinion, "Just a Bear," the picture in which they appear together, is one of the "biggest laugh pictures ever made." This comedy is now in the last stages of production. Patsy O'Leary is the girl.

One of the most unusual comedies, from standpoint of cast, is also on the list. This comedy, as yet untitled, will for the first time in many years show Mack Sennett himself in the camera's eye. A galaxy of celebrities, including George Olsen and his band, many prominent people visiting Olsen's Cafe in Los Angeles, and a number of world famous swimmers and divers play important parts.

Shooting is scheduled to start soon on the studio and local scenes for the transcontinental air flight picture for which Mr. Sennett brought his staff east some weeks ago. This comedy is being done entirely in color, via Mack Sennett's own color process.

In preparation is also a story which is calculated to be released as a sequel to the successful satire, "A Hollywood Theme Song." This will deal with the trials and tribulations of a silent actor suddenly encountered with the problem of the talking pictures.

Novelty, comedy and beauty are very definitely the components of the two Brevities which are now in production, and another which will offer striking contrast in scenic backgrounds, in addition to a good comedy story, is now being planned.

Completed, and ready for early release are three new Sennetts, namely: "One Yard To Go," featuring Marjorie Beebe, Dot Farley, Cyril Chadwick and Frank Eastman; "The College Vamp," featuring Andy Clyde and Yola D'Avril; and "The Big Doctor," featuring Andy Clyde, Will Stanton, Patsy O'Leary and Dot Farley.

"LAST PARADE" NOW RELEASED

Hollywood—"The Last Parade," a tale of gangland and the modern racketeer, is Columbia's third January release. Erle C. Kenton directed this deluxe "special," with an exceptional cast that includes Jack Holt and Tom Moore in the featured roles, Constance Cummings, new Columbia Leading lady, Gaylord Pendleton, Edmund Breese, Robert Ellis, "Vivi," Erle D. Bunn, Jess De Vorska, Robert Graham, Ed Le Saint and Clarence Muse.

NIGH TO DIRECT "DANGER AHEAD"

Hollywood — William R. Nigh, well-known director of many years' standing, has been signed by Columbia Pictures to direct "Danger Ahead," a picture of railroad life. The film, an innovation in the company's current year product, will emphasize action. It is a tense tale, played against a background of one of America's great railway systems. The picture presents a perfect vehicle for Mr. Nigh, as he directed numerous productions of this type in the past.

SELECT STORY FOR GLORIA SWANSON

Holywood — Gloria Swanson's next film will be "Obey That Impulse!" and it will be a non-musical production for which DeSylva, Brown and Henderson, capitulating temporarily to the public's demand for dramatic screen fare, have provided a story described as intensely dramatic.

LICHTMAN STRESSES IMPORTANCES OF CIRCUIT HOUSE MANAGERS

"House managers of circuit theatres hold the fate of the industry in their hands, they're so many local Roxys and Graumans and not mere bookkeepers watching expenses, they're showmen who should have both authority and responsibility, and as far as we're concerned United Artists is going to do everything possible to help them. We're going to treat each circuit house manager as though he were an independent exhibitor owning that particular theatre—because, for all practical purposes and effects, that's just what he is."

Al Lichtman, sales head of United Artists, made these remarks recently and said he based them on conclusions reached after talking with executives of all circuits, with every United Artists salesman who attended the New York and Chicago sales conferences of his organization, and with dozens of circuit house managers who talked frankly to him and whose identities he elected not to disclose.

"The circuits themselves have come to the realization that theatres must have personality and that the personality of a theatre is no more and no less than a reflection of the personality of the man who manages it, whether that man owns it or merely works for a salary paid by a large corporation. I know, from having talked with these men, that a picture in which a house manager himself believes will go over far better than a picture of even greater merit in which he does not have faith himself. You can't make personality out of charts and rules and regulations, you can't concoct human enthusiasm out of canned formulas and graphs, you've got to stick to the flesh-and-blood humanity of showmanship which is sheer personality and always has been since the days of Barnum and Oscar Hammerstein. Individual initiative should be encouraged instead of squelched, the manager should be a sovereign instead of a servant, he should be told to cut loose and spread his stuff in putting a picture over. What this industry needs is more of the good old-fashioned whoop-it-up exploitation that breaks down public lethargy and lets the people know pictures are in town, and unless circuit house managers are encouraged to go out and battle for the attention of the public we'll continue to have merely routine presentations of film that do so much business and would do that much business if there wasn't anything but a sign in front of the theatre."

Mr. Lichtman went so far as to say that he hoped the circuits would eventually recognize the importance of the personality of the house manager by giving him not only a salary but an annual bonus based on the receipts of the theatre which he handles, a profit-sharing plan that would give aided incentive to employes of a theatre to go out and put across pictures in order to win extra remuneration.

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

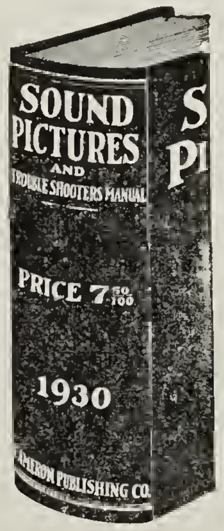
48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel
("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S
ENCYCLOPEDIA
OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., Kansas City, Mo.

“All Quiet” Leads Film Daily 1931 Poll

New York—Taking first place with the unprecedented vote of 271, giving it the wide margin of 104 over its nearest rival and representing the highest figure ever scored in this series of annual contests, “All Quiet on the Western Front'' heads the list of winners in The Film Daily’s poll for the “Ten Best Pictures of 1930.”

The poll, a feature of The Film Year Book, which comes off the press in the next fortnight, represents the opinions of motion picture critics on 293 individual daily newspapers, three syndicates serving about 450 additional papers, and 36 fan and trade publications, with an aggregate of more than 30,000,000 readers.

This year’s vote was the largest to date, reflecting greatly increased interest in the poll. Further evidence of the enthusiasm that has grown up over the selection of the year’s ten best pictures is shown in the fact that nearly 100 newspapers, magazines, organizations, etc., conducted “Ten Best” contests of their own. The idea also has been adopted abroad. Motion picture critics on some of the daily papers have submitted, as their list of ten best for The Film Daily poll, the selections made by a canvass of their readers. Thus the results announced in this contest represents the last analysis and the final essence of all selections. It is the best of all ten bests.

THE TEN BEST PICTURES OF 1930
(Film Daily’s national poll)

	No. of Votes
All Quiet on the Western Front	271
Abraham Lincoln	167
Holiday	166
Journey’s End	151
Anna Christie	141
The Big House	141
With Byrd at the South Pole	121
The Divorcee	94
Hell’s Angels	91
Old English	87

THE 1930 ROLL OF HONOR
(Film Daily’s national Poll)

Picture	No of Votes
Dawn Patrol	78
Sarah and Son	77
Common Clay	73
Outward Bound	73
Love Parade	68
Whoopee	59
Big Trail	55
Laughter	54
Let Us Be Gay	52
Min and Bill	43
Street of Chance	43
Tom Sawyer	42
Rogue Song	39
Sunny Side Up	38
General Crack	37
Vagabond King	36
Monte Carlo	35
Animal Crackers	31
Romance	31
Green Goddess	28
Seven Days’ Leave	25
Young Man of Manhattan	25
Tol’able David	24
Manslaughter	23
White Hell of Pitz Palu	22
Men Without Women	22
Devil Holiday	20
King of Jazz	20
Up the River	20
Sin Takes a Holiday	19
Song O’ My Heart	19
Lady Surrenders	17
Lummox	17
Doorway to Hell	17
Unholy Three	16
Ladies of Leisure	14
Moby Dick	14
So This Is London	14
Case of Sergeant Grischa	13
Grumpy	13
Man from Blankley’s	13
Africa Speaks	12
Condemned	11
Just Imagine	10

Fast Work

Hollywood — On his way home from the studio, Louis Sarecky, associate producer, conceived an idea for a story.

That night he wrote the synopsis.

Two days later Al Jackson and Forrest Halsey had completed the adaptation.

Lloyd Bacon completed the direction four days ahead of schedule.

Exactly one month from the time Sarecky produced the idea, Radio Pictures’ “Kept Husbands” was ready for release—and a crackerjack picture at that, it is said.

COLUMBIA BUYS “PAGAN LADY”

New York — William DuBois’ “Pagan Lady,” one of the current season’s successful stage plays, has been secured by Columbia Pictures for production during the coming season. This is the second vehicle to be selected by the company for the coming year’s lineup, the other being Warner Fabian’s best seller, “The Men in Her Life.”

“Pagan Lady,” is the first play of DuBois, a young newspaper man, who has been acclaimed one of the generation’s most promising authors.

“EAST LYNNE” TO HAVE PREMIERE IN L. A., FEB. 3

Los Angeles—“East Lynne” will have its world premiere February 3 at the Carthay Circle Theatre with seats selling at $5.

Ann Harding, Conrad Nagel, Clive Brook, Cecelia Loftus, O. P. Heggie, David Torrence, Flora Sheffield, Beryl Mercer, J. Gunnis Davis, Ronald Cosbey and Wallie Albright are among the principal players. Almost 4,000 extras were employed in the picture.

Frank Lloyd, the director, is responsible for the direction of “Divine Lady,” “Weary River,” “Young Nowheres,” “Drag,” “The Lash,” “Song of the Gods,” “Adoration” and other successful pictures.

To Direct Jones

Hollywood — Warner Bros. announce the assignment of George E. Marshall to direct the series of twelve one-reel Vitaphone short subjects by Bobby Jones on “How I Play Golf.” The series will be filmed and recorded in sound at the Lakeside Country Club, Burbank, California, located about a quarter of a mile from the Warner Brothers’ First National studio. Bobby Jones is a life member of the club, and George Marshall is also a leading member. In 1926 he was the club champion.

FIRST NATIONAL STUDIOS IMPROVED

Burbank, Cal.—Film players returning to work at the re-opened First National Studios, have commented upon the innovations recently installed there, which have combined to make the Burbank studio a place of utility and beauty. A new restaurant capable of accommodating 1,400 people has been built and additional projection and cutting rooms made available. A new make-up salon, the first of its kind ever designed, is being built to provide sufficient make-up tables and mirrors for the numerous players called for by the studio’s production program. A schoolhouse has been built for the juvenile members of the First National stock company and screen performers to receive daily schooling. A new road leading to the studio, and completely reconditioned offices and dressing rooms combine to make the studio not only the most beautiful in Hollywood, but also the finest motion picture plant in the world.

Mother Role

Hollywood — Mary Carr plays her latest mother role in Pathe’s “Beyond Victory,’ ’the all-tar special with Bill Boyd heading the cast. Mrs. Carr has been a tremendous favorite all over the world since her memorable appearance in “Over the Hill” some years ago, and has mothered most of the stars at one time or another.

LASKY ARRIVES IN HOLLYWOOD TO START PRODUCTION SCHEDULE

Hollywood — Expressing complete faith in the stability of industry and the return of healthy business conditions, Jesse L. Lasky, first vice-president in charge of production of Paramount Publix Corporation, has arrived in Los Angeles to launch one of the greatest production drives in the company’s history at the Hollywood studios.

During the next four months Mr. Lasky announced that twenty-eight new pictures will be filmed at the West Coast studios, giving employment to thousands of actors, technicians and other motion picture workers.

The majority of these productions are of de luxe classification which means the expenditure of additional millions and the engagement of more people. He declared: “I see no letup in production during the entire year.

“Better times charged into American industry with the start of 1931,” Lasky continued. “In coming across the continent I received theatre reports from various metropolitan centers showing a material increase in business. The Crowell Publishing Company’s five page prosperity announcement and the story in the papers that 136,000 men have returned to work in Detroit automobile factories, are indicative of present day conditions. The launching of our tremendous production drive will be concrete expression of Paramount’s confidence in this country’s immediate future.”

Mr. Lasky returns to his desk at the studios this morning and immediately will go into details of the new filming schedule with B. P. Schulberg, managing director of West Coast productions.

Among the feature pictures for early production in Hollywood, according to Mr. Lasky, will be:

“City Streets,” co-starring Clara Bow and Gary Cooper, “Dude Ranch,” with Jack Oakie, Stuart Erwin, Skeets Gallagher, Harry Green and Eugene Pallette, “Half Angel,” from Mary Roberts Rinehart’s story “Lost Ecstasy,” and a Spanish musical production, with Roberto Rey, Ramon Pereda and Rosita Moreno. In the next four months 28 productions are planned.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

The Southerner

M-G-M—75 Minutes

Cast: Lawrence Tibbett, Esther Ralston, H. B. Warner, Hedda Hopper, Cliff Edwards, Roland Young, Emma Dunn, Louis John Bartels, Theodore Van Eltz. Directed by Harry Pollard.

Tibbett's singing, of course, is outstanding but the entertainment doesn't depend entirely upon Tibbett. It has a story and a good one, with a notable group of players and some fine direction.

It is the story of a wealthy young man, who, through misunderstandings, becomes a vagabond. There is the kind mother, the jealous brother, the girl and the romance. There is some exceptionally fine singing by Negroes.

"The Southerner" is real entertainment.—G.

Power Plant Booklet

A complete line of electric service plants is described and illustrated in an 11-page folder, identified as MK-1284, recently published by the Westinghouse Electric & Manufacturing Co.

These electrical plants are made in several sizes and adaptable for the supplying of power for motion picture theatres, or as an emergency unit in case of power failure.

RKO AND PATHE FORCES TO UNITE

New York—Consolidation of the Pathe and RKO sales forces will get under way about February 1, it is reported here. Complete adjustments are expected to be made before the selling season starts.

Once a Sinner

Fox—70 Minutes

Cast: Dorothy Mackaill, Joel McCrea, John Halliday, C. Henry Gordon, Ilka Chase, Clara Blandick, Myra Hampton, George Brant, Sally Blane, Ninette Faro, Theodore Lodi. Directed by Guthrie McClintic.

A moderately amusing piece of entertainment which should not disappoint. Although somewhat sophisticated and built for adult patronage, there is nothing risque or undesirable to be found in it. Children may not care for it but it won't hurt them.

Dorothy Mackaill is a model who has an affair with a wealthy bachelor, but spurns him for the love of Joel McCrea, a young inventor who doesn't know about Dorothy's past. They are married and settle down to a rather simple life in a small town until Joel gets a chance to have his invention backed by a wealthy New Yorker, who happens to be John Halliday, the man with whom Dorothy had an affair. Joel becomes jealous and Dorothy leaves him. Dorothy then hooks up with a Russian gambler and his sweetie, who are returning to Paris. There she again becomes a model and is about to get into another affair when Joel arrives to persuade her to return with him.

This is a pleasing feature with some remarkable settings and good acting.—S. F. D.

AILEEN PRINGLE IN MYSTERY FILM

Hollywood — Aileen Pringle, noted screen leading woman, has been selected to depict the feminine lead in Columbia's murder mystery, "Subway Express," an adaptation of the Broadway stage success of the same name, from the collaborative pens of Eva K. Flint and Martha Madison. During its run on Broadway "Subway Express" was called "Not only the best mystery play on Broadway, but the one sponsoring the most unusual and clever setting ever conceived"—the entire action taking place in a subway train.

Fred Newmeyer is directing this deluxe "special," with Jack Holt in the featured male role and Fred Kelsey portraying the "dumb" detective character for which he is famous.

Little Caesar

First National—76 Minutes

Cast: Edward G. Robinson, Douglas Fairbanks, Jr., Glenda Farrell, Sidney Blackmer, Thomas Jackson, Ralph Ince, William Collier, Jr., Maurice Black, Stanley Fields, George Stone. Directed by Mervyn Leroy.

Director Leroy seems to have topped his career in this gangster story. He has brought out the characters in their true light and has given an expert interpretation to the tale. Robinson and Fairbanks, Jr., as the featured leads, give able performances. The entire cast has been carefully selected and in summary, "Little Caesar" will entertain.

We had just about decided to pan any underworld story that came along, because of the oversupply and the similarity of their plots. Evidently the public does not agree with us, judging from the sensational business the picture is doing at the Strand in New York, where the police were called to prevent riots, so great was the crowd.

The story has the usual gangster background with killings, bootlegging and gun-play. Little Caesar, himself, seeks power and he wants power more than anything else. And it is that angly which makes the character interesting. Fairbanks, Jr., is the gangster's best friend who wants to go straight because of a girl. But Caesar thinks that once you are in the racket you can't get out because you know too much about the inner workings of gangdom.

If your patrons still enjoy underworld pictures, here is one they will eat up.—S. F. D.

"UP FOR MURDER" IS FINAL TITLE

Universal City—The new Lew Ayres starring vehicle, the studio title for which was "Fires of Youth" and for which Universal has been seeking a final title ever since production started, has been definitely named "Up For Murder."

This picture, which Monta Bell directed from his own original story, has Genevieve Tobin in the leading feminine role opposite Ayres, and the supporting cast includes: Purnell B. Pratt, Kenneth Thomson, Freddie Burke Frederick, Betty Jane Graham, Aileen Manning, Frank McHugh, Louise Beavers and Frederick Burk.

Man to Man

Warners—70 Minutes

Cast: Phillips Holmes, Grant Mitchell, Lucille Powers, Barbara Weeks, Charles Sellon, Dwight Frye, Russell Simpson, Paul Nicholson, Robert O'Connor, George Marion, James Neill, Johnny Larkins. Directed by Alan Dwan.

The story by Ben Ames Williams, "Barber John's Boy," has been brought to the screen in an interesting fashion by Alan Dwan. The suspense and interest don't lag at any time and the work of Phillips Holmes and Grant Mitchell is convincing at all times. Lucille Powers make a charming feminine lead while others in the cast do commendable work.

The story concerns a boy whose faith in his father is shaken and the ultimate return of the faith. The boy, a son of a murderer, makes an effort to hide the truth about his father, but when his secret becomes known the young man is obliged to leave school. Later the boy takes the blame for a robbery, believing his father is the guilty one, but when the true state of affairs is known, the boy's confidence in his father is retored.

"Man to Man" is not a big picture but is one which should please the majority of picture fans.—G.

ALLAN DWAN TO DIRECT DOUG., JR.

Hollywood—The settings for the new Douglas Fairbanks, Jr. picture, "Chances," have been completed at the First National studios and much attention is now being paid the selection of its cast. When Doug returns to the Coast in a week it is planned to begin actual work on the screening of the picture. As is known, "Chances" is an adaptation of the novel by Hamilton Gibbs and deals with a story in which the love of two brothers furnishes the dominant note. Allan Dwan is to direct the filming and is now supervising the details of the production.

SPENCER TRACY SIGNS WITH FOX

Hollywood—Spencer Tracy has signed a new contract for five years with the Fox Film Corporation. Principal parts in "Six Cylinder Love" and in "Skyline," the George and Ira Gershwin and Guy Bolton musical romance, have been assigned to him. It is probable that he will also be teamed with Warren Hymer, with whom he formed a unique comedy team in "Up the River."

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP AND PICTURE SELLING METHODS OF EXHIBITORS

Campaign Mapped for "Resurrection"

JOE WEIL, exploitation director of Universal, has outlined an effective campaign for "Resurrection," current Universal release.

Book Tie-ups

"Resurrection" is now available in a 75c Grossett & Dunlap photoplay edition. There are innumerable tie-up possibilities. This offers an opportunity for planting advertising material for the picture on every book-counter in town. Tolstoy has written many other books so you can build a big display with "Resurrection" as the feature. (Grossett & Dunlap, 1140 Broadway, N. Y. City).

Distribute Book Marks

Book marks can get wide distribution through public libraries, pay libraries, schools and bookstores. The cost is very low. Print them from the special Exploitation Service Mat R No. 2, available at the Exchange.

Book Balyyhoo

Make a large replica of the book from compo-board, mount it on a truck and use for a ballyhoo.

School Essay Contest

Tolstoy, author of "Resurrection," has an important place in world literature which will help you get cooperation from school teachers in the way of an essay contest on the subject of the writer and his works. Award copies of the photoplay edition of "Resurrection" as prizes.

4 Songs To Go After

Four incidental song numbers in "Resurrection" are available in sheet music form, being published by the Universal Music Co., 745 7th Ave., N. Y. C. The titles are: "While the Volga's Flowing," "Song of the Gypsy," "Baby's Lullaby" and "To Your Eyes." Plug these numbers—over the air, in your lobby, at dance places and at music stores. In every instance, tie-up the song to "Resurrection."

Newspaper Tie-Up

Finis Fox, author of the screen play, has written a 5,000 word dramatization of "Resurrection" available in six chapters for newspaper serialization. This should be a cinch to land in your local paper, especially as there is no charge for the story. However, a special title head must be used, mat of which is available free. Newspaper must set the type. For masthead ask for Exploitation Service Mat, R No 3, at your exchange. For a copy of this tabloid dramatization, write Exploitation Department, Universal Pictures, 730 - 5th Ave., N. Y. City.

Endorsement

The signature of a theatre owner, operator or manager usually has weight in the community. Capitalize on that. Write out the following statement in your own handwriting, have it reproduced as a line-cut and print it on all advertising that goes out from your theatre for "Resurrection." This is the statement:

> "It is not often that a picture moves me to the extent of making me give it a personal endorsement. But "Resurrection' is of such calibre that I feel it warrants my own written recommendation that you see it.
>
> (Signed) John Jones,
> Manager."

The above accompanied by a form letter or a herald will prove effective if sent out to your mailing list. It has the "personal" touch.

Scenario Display

Special selected sheets from the actual scenario of "Resurrection" are available at the exchange. These sheets can be pasted on a lobby board or mounted in a store window, together with stills from the production illustrating the action. Strips of narrow red ribbon or tape can be used running from the still to the part of the scenario which it illustrates. This will make a novel display for "Resurrection."

Autographed Photos

Six specially selected scenes from the pictures are available in a series of Exploitation Service Mats at the exchange to help you land a scenario writing contest in your local paper. The stunt is to ask readers for a tabloid scenario of 300 words weaving the six stills into a story. In fifty-word installments. Publish a still each day in order to give contestants time to think up a suitable story. In addition to your local prizes, and to help you land your local paper, Universal offers four genuine autographed photos, two each of Lupe Velez and John Boles, as prizes for winning scenarios. The photos will be sent free of charge. When you have arranged with your local paper for the contest, write Exploitation Department, Universal Pictures, 730 - 5th Avenue, N. Y. City, giving names and addresses of the four winners. Photos will be mailed directly to them.

"SCANDAL SHEET" PRESS BOOK

A UNIQUE press sheet, which closely resembles a tabloid newspaper, has been put together by Cliff Lewis and the Paramount advertising department for the exploitation of "Scandal Sheet," George Bancroft's latest starring picture, which deals with the life of the editor of a yellow journal.

The sheet, a twelve-page affair, is laid out as nearly as possible along tabloid lines, printed matter being topped with saffron headlines and even the cuts being used in the approved sensational manner.

TIEUPS PUT OVER "HELL'S ANGELS"

MEMBERS of the Naval Reserve Band furnished music at the Friday midnight opening of Hell's Angels" at Loew's Stillman Theatre, Cleveland, where thirty-one members of the Quiet Birdman Club, and the officers of the 112th Observation Squadron, O. N. C., were guests. On Saturday a fleet of airplanes flew over the downtown section of the city, attracting wide attention.

Through a tie-up with the transcontinental air service, a free air trip to California was offered to the writer of the best review of "Hell's Angels," and fifty pairs of passes were given to the fifty next best reviews. M. A. Malaney is in charge of exploitation and publicity for Loew theatres.

STUNT IDEA FROM NEWS FEATURES

CARL BAMFORD, manager of the Paramount Theatre, Asheville, N. C., in running through his morning paper on December 31, was attracted by Dorothy Dix's syndicated article, which is a daily feature in many newspapers throughout the country. The opening line caught his attention. It read:

"A college professor advises young men to marry their secretaries. It seems to me that this is a tip which could be played to win."

Then followed two columns of material and bamford saw in it a fine tie-up for "The Office Wife," featuring Dorothy Mackaill and Lewis Stone. Every line of the Dix article was applicable to "The Office Wife" and as the writer has a large following, bamford determined to make good use of it. This he did and with such excellent results that he cheerfully passes on the tip to other exhibitors who are yet to show "The Office Wife" to do the same thing. What he did in Asheville he feels can be done in all of the other cities in which the Dorothy Dix articles are a daily feature.

SIMPLE STUNTS GET ATTENTION

THE management of the Palace Theatre in Huntington, W. Va., used an idea in an effective manner in its newspaper exploitation of Richard Barthelmess in "The Lash." The space taken was two columns wide and running the depth of a page. A head of Barthelmess topped the ad and this same head was repeated five times, each cut having a line of solid type under it. The cuts stood out so prominently and there was so little type matter to detract from them, that the ads easily caught the eye and commanded attention.

The Palace in announcing Joe E. Brown in "Going Wild" utilized another old but still fruitful stunt when brought up to date in issuing illustrated office blotters. These blotters told of the coming of "Joe E. Joy, done up Brown in 'Going Wild'." Both "The Lash" and "Going Wild" profited from the exploitation stunts for both played to capacity business.

KINE-QUIPMENT

NEW DEVELOPMENTS
IN
THEATRE EQUIPMENT

Golde Manufacturing Co. has Carbon Saver

The Golde Manufacturing Co. of Chicago is marketing a new carbon saver which is said to be an economical development.

The new carbon saver, it is said, allows the use of the 9 mm. stubs heretofore discarded. The 20-inch 9 mm. carbon used in high intensity reflector arcs, now burned for about seven reels' running time, costs approximately five cents per reel. The waste, about 35 per cent in the form of a stub impossible to burn in that type of lamp, may be used for two more reels, making a saving of 30 per cent.

This saving, the company states, is accomplished with very little effort on the part of the projectionist.

Using two carbon savers, one lamp may be continually burned for months with the stubs previously wasted. There is no drilling or messy handling, no cutting of carbon, no shaving or filing.

The burnt end of the carbon is inserted in the Golde carbon saver twisted into a specially threated taper hole and rolled on a flat surface to secure perfect alignment. For added safety a special screw is provided which draws up stub into saver. Thus the carbon saver and carbon become one straigh integral length, which is inserted in the same manner as regular carbons.

There is nothing on the carbon saver to wear away, if care is taken to see that it does not burn away. That is merely a matter of setting the running time for the average length carbon stub, the company claims.

NEW PROCESS OF COLOR ON MARKET

New York—United Film Industries, Inc., will place on the market a new process of color photography soon. The process was invented in Germany and is said to be covered by basic patents. A laboratory will be constructed in Hollywood, in addition to the one in New York.

The methods of operation are the standard black and white manufacturing methods, with the exception of the "sensitizing" operation of the unexposed negative or positive stock, and the passing of the developed and fixed negative or positive film through three chemicals and dye baths. In connection with the use of the sound track the process operates in the same manner as the standard black and white film. Standard "orthochromatic" negative stock and standard positive stock are used. The methods of photography are the same as in standard black and white, and standard black and white cameras are used, without any addition thereto.

The operations, to produce a motion picture negative film, require only 30 minutes more time than the usual black and white involves. The extra time, handling and chemicals required add approximately one-half per cent per foot to the cost of production, over and above the cost of producing black and white negatives.

The president of United Film Industries is Hans von Fraunhofer, and Dr. Joseph S. Firedman, photo-chemist, formerly with Technicolor, is in charge of the technical department.

ORTHO-KROME SCREEN ELIMINATES GLARE AND REDUCES EYE STRAIN

As the result of nine months of exhaustive tests at laboratories in New York and at the Lyric Theatre, Hoboken, New Jersey, Electrical Research Products, according to an announcement made by its vice-president, H. G. Knox, has taken over the exclusive distribution of the Ortho-Krome motion picture screen.

This invention has best been described as a new movie screen with a processed surface that eliminates glare, brings the most minute details of a picture into clear relief without eye strain and offers the same amount of light to every person in a theatre regardless of the angle or elevation of a seat in relation to the screen. Other claims made for the screen are that it has a longer life than the old-time screen and can be operated at a lower cost for electric current.

Its inventor is Albert Hurley, New York physicist, who has invented a process for removing the glare from the printed page and is now applying the same physiological principles to the development of a motion picture screen.

In announcing the new screen Mr. Knox predicted important changes in motion picture projection resulting from a better absorption of harmful light rays and a more uniform diffusion of light in a theatre.

From Mr. Hurley, the inventor, came the statement that the Ortho-Krome screen derives its importance from the fact that it was developed upon physiological, rather than upon physical principles with the effect upon the eye as the chief consideration.

"Heretofore," he said, "the surface material of screens has been selected from those giving the lowest ratio of brightness to some one in the center of the theatre and the highest to some one on the sides. The ratio was about ten to one on a silver screen and about four to one on a beaded screen and there was no way of adjusting this inequality because the screens were made from a practical standpoint without adequate consideration for the optical characteristics of the material used.

"The Ortho-Krome screen is based upon the principle that the material must be optically suitable before any other consideration enters into it. We experimented minutely, our experiments involving the designing and manufacture of instruments to measure light.

"We finally found a way, by using a pigment, by which harmful rays could be minimized by emphasizing other rays. The result is a screen which, while it reflects less light than the old-time screen is still appparently brighter, gives every one in the theatre the same amount of light and produces a better quality of picture projection. We have accomplished this by regulating the amount, intensity and quality of light transmitted and reflected to the eye so as to relieve eye fatigue and nerve strain.

"From a practical standpoint we have proved that the new screen can be operated at a considerable saving in electric current and that it will not turn yellow or disintegrate with time as the result of chemical reactions."

Mr. Hurley has been developing the Ortho-Krome screen over a period of years and has protected his invention by patents.

NEW FEATURES ON PORTABLE RECORDER

Some new features are said to be embodied on the new Electrotone portable sound-on-film recording unit. The device is a product of the Electrotone Corp. of Detroit.

In this unit, mechanical light valves and glow lamps have been eliminated, while recording is possible with either variable density or area, as desired, through a simple mask change. In conjunction with this unit a patented electrical synchronizer is used. Through the use of this electrical synchronizer it is possible to have two independent shafts revolve at identically the same speed and maintain that speed for as long as desired. This means that a motor in Detroit can be regulated to the speed of a motor running in New York, or at any given distance, without any variation whatever, through radio control.

As recording of sound is done independent of the camera, through the medium of this electrical synchronizer, perfect synchronization is asured at all times, as for this particular application the synchronizer has been adjusted to exercise a complete and absolutely dependable check 12 times on every foot of film running through, the company states.

G-M MARKETING HEAD AMPLIFIER

G-M Laboratories of Long Island announces the perfection of an improved preliminary amplifier for use with sound-on-film equipment.

This amplifier, it is said, is adaptable to all makes of sound equipment and, due to its small size and the simplicity of installation, can be used with either new or old equipment.

The complete unit is mounted in a steel service case, permitting the wiring through rigid or flexible conduit.

Other features are said to include variable cell voltage control, which permits adjustment of the photo-electric cell output for best quality and minimum background noise and adjustable inter-stage gain control.

It's A Fast Moving Industry!

An Exhibitor Without a Trade Paper
Is Like a Ship in a Fog.

To Keep Up with the Times,
Locally and Nationally, Read
Your Home Territory Journal.

●

Movie Age

$2.00 A YEAR

MOVIE AGE,
945 Andrus Building,
Minneapolis, Minn.

Rush me MOVIE AGE for the next 52 weeks.

Name__________________________

Address________________________

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

FOUR PAIR low intensity lamps and rectifiers cheap for cash. Strong Lamp Co., 416 Film Bldg., Detroit, Mich. 1-27

BRAND NEW veneer and spring cushion chairs of finest quality. Buy now. Prices are ridiculously low. Backs and seats furnished for any make chairs. Mail us your samples. C. G. Demel, 845 South State St., Chicago, Ill. 2-10

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

POSITIONS WANTED

OPERATOR—Sound, wants job; willing worker; will devote time to manager's interest; reference. H. L. Brewer, Granby Mo. 1-27

PROJECTIONIST — Sound, wants position in middlewest. Roy L. Brewer, Granby, Mo. 1-21

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRES FOR SALE

ACCOUNT ILL HEALTH will lease theatre in town sixteen hundred; fully equipped. Charles Parnell, Mebane, N. C. 1-27

TWO THEATRES—Town of 5,000; sale or rent; wonderful proposition for quick sale. B-350, Associated Publications. 2-3

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 2-10

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 2-10

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POPCORN

SOUTH AMERICAN Gold Nugget popcorn; 50-pound cans, $6.00; 100-pound bags, $11.00. Popping condition guaranteed. Douglas Company, Box D7631, Kansas City, Mo. 2-10

THEATRICAL PRINTING

ADVERTISE—Pack your house; use dodgers; 1,000 3x8, $1.00; 1,000 4x9's, $1.25. Surprise delivery. King Shopress, Warren, Ill. 2-3

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) { 10c a word, 4 insertions at price of 3

Kindly insert the following want ad__________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. We replace your Model A with Model D giving liberal allowance for Model A.

DOWSER MFG. CO.
691 Lincoln Place -:- Brooklyn. New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. ....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. ......1910 K St. N. W.

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL

KOOLER-AIRE

NATURE'S REFRIGERATION

for houses with sound equipment

the talking trailer and the sound trailer

two distinct styles

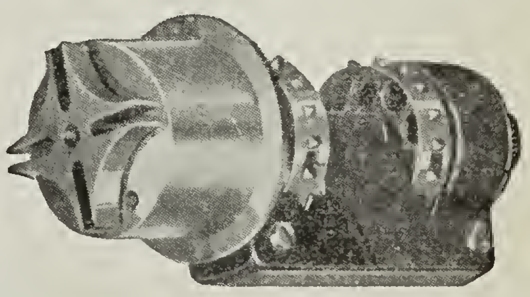
National screen service

CHICAGO - NEW YORK - LOS ANGELES

N·A·N
FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.
MINUSA
SOUND SCREEN
For Steady Patronage

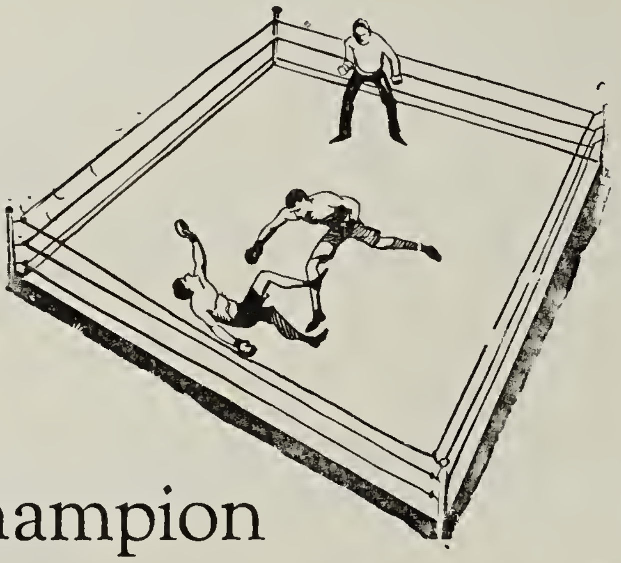


GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

It takes **TWO** *Fists to win!*



If he had used
only one fist Jack
Dempsey would not
have been world's champion

And you---Mr. Advertiser---cannot win exhibitor business with one-fisted advertising. It is distinctly a* TWO-FISTED *job!

You Get INTENSIVE Coverage of the Film Trade
With the ASSOCIATED GROUP
(NEXT TO YOUR SALESMEN THE CLOSEST EXHIBITOR CONTACT)

In no other publication can you get~

Localized advertising messages
Localized editorial service
~ ~ ~ yet a ***National*** medium

YOU get these advantages: (1) Better trade papers, publishing selected news material that is of the greatest national as well as local interest (not padded space fillers for bulk size), assuring the greatest reader interest. (2) The most intimate exhibitor contact, giving definite sales value. (3) The lowest advertising rate per thousand readers. (4) Saving in plate costs. (5) Simplification of placing of advertisements on the part of the advertiser. (6) Each advertisement can be "localized" to fit special needs of the advertiser in the various trade territories—and without additional cost. (7) All the advantages of national coverage, without the disadvantages.

SOLD AS SINGLE UNIT TO NATIONAL ADVERTISERS
One Order—One Plate—One Bill

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS

FILM TRADE TOPICS
Covering San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City territories.

MOTION PICTURE TIMES
Covering Dallas and Oklahoma City territories.

MOVIE AGE
Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL
Covering Kansas City and St. Louis territories.

Motion Picture DIGEST
Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW
Covering Detroit territory.

EXHIBITORS FORUM
Covering Pittsburgh and Buffalo territories.

The OHIO SHOWMAN
Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS
Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW
Covering Atlanta, New Orleans, Charlotte and Memphis territories.

National in Scope
~Local in Service~

ASSOCIATED PUBLICATIONS, INC.

BEN SHLYEN, *President and Publisher*
General Offices: Ninth & Van Brunt, Kansas City, Mo.
New York Office: 551 Fifth Avenue
Chicago Office: 1018 South Wabash Avenue

IN ADVERTISING THERE IS NO SUBSTITUTE FOR GOOD RESULTS

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., FEBRUARY 3, 1931 Number 11

AS USUAL!

M-G-M Again Leads

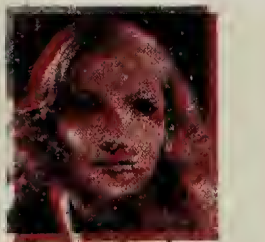
M-G-M, which had four pictures in the 1929 "Ten Best" list, again walks off with the biggest number of 1930 winners. It has three this year.

LAST YEAR'S SCORE:
M-G-M: 4
Nearest Competitors:
2, 2, 1, 1.

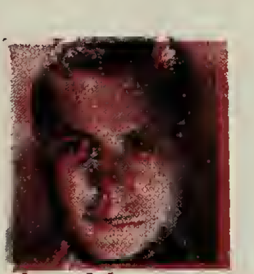
THIS YEAR'S SCORE:
M-G-M: 3
Nearest Competitors:
2, 1, 1, 1, 1, 1.

Reprinted from Film Daily, Jan. 22, 1931 and published in 400 newspapers reaching 30 million people. That's publicity!

THE THREE WINNERS of Film Daily's Annual Nationwide Vote for the Year's Ten Best Pictures.



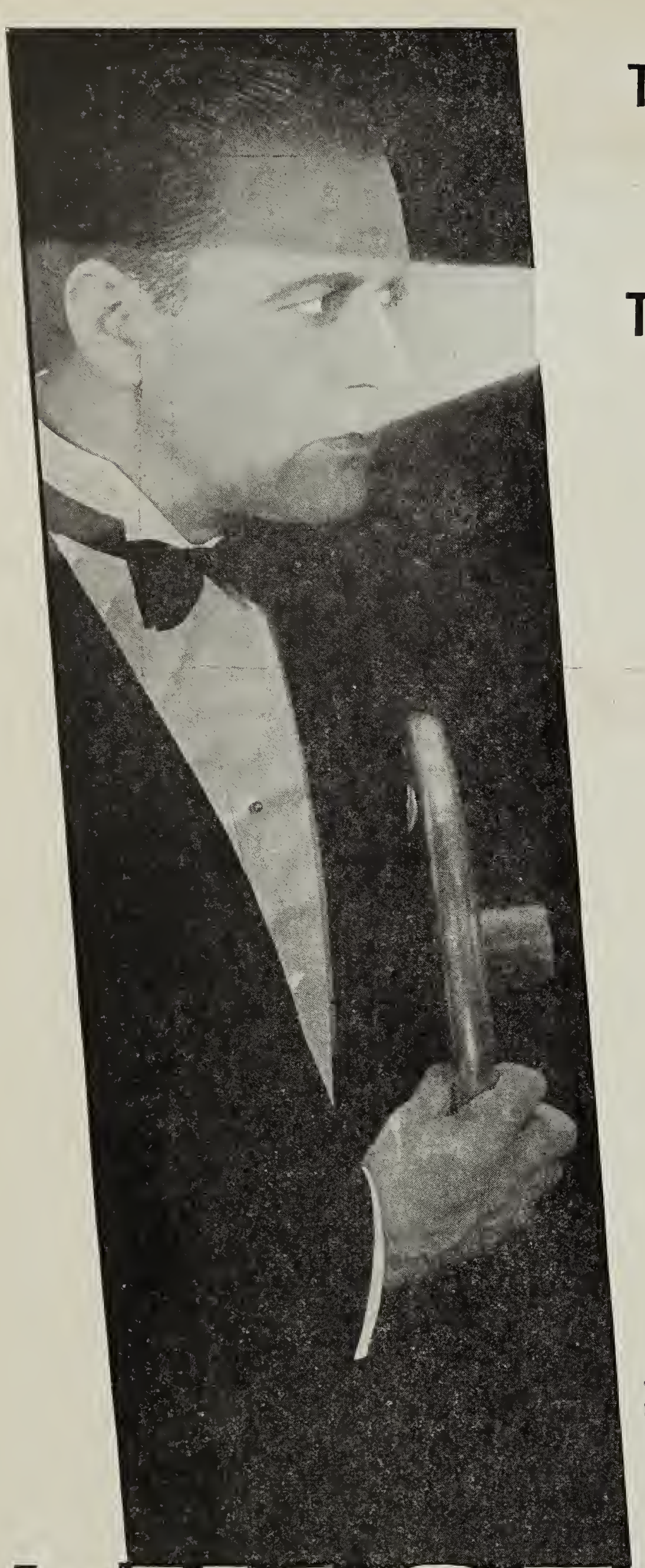
Greta Garbo
ANNA CHRISTIE



Robert Montgomery
THE BIG HOUSE

Norma Shearer
THE DIVORCEE

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota



The great feature star

KENNETH HARLAN in

The great feature serial by

ARTHUR B. REEVE

Creator of "Craig Kennedy," and author of the world's greatest detective stories

10

SMASHING
ALL-TALKING
EPISODES
with
EDNA MURPHY
GERTRUDE ASTOR
and an all-star cast

NOW UNIVERSAL comes across with the greatest "bring-the-kids-back" attraction of all time! For first runs! for second runs! For third and fourth runs!... The terrifically thrilling, bafflingly mysterious detective serial by that master of detective fiction—Arthur B. Reeve...Starring KENNETH HARLAN, great feature star, as Garry Gordon, the undercover man who knows all about criminals and nothing about fear! The serial with PUNCH, THRILLS AND ACTION, yet an ALL-TALKING SMASH. Grab it for a certain business-builder—NOW!

FINGERPRINTS

Universal's Quality Shorts Are Dazzling The Industry!

MOVIEAGE

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

M. E. CUFFEL
Editor and Manager

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

PEPPER RELEASED FROM SUNDAY SHOW INJUNCTION ORDER

St. Croix Falls, Wis. — Judge Carl M. Lynn in County Court here has dissolved a temporary order restraining R. O. Pepper from showing movies in his theatre on Sundays. The judge's decree relieves Pepper from penalty for contempt for showing the movies after an injunction had been served. A petition signed by a number of local residents had charged him with violation of the blue laws.

PLANS COMPLETED FOR NEW CHIPPEWA

Chippewa Falls, Wis.—Plans and specifications for the new Chippewa Theatre here have been completed and now are in the contractors' hands for bids. The house will seat 904 and will have a "spoon type" pitched floor. A novel feature will be a women's rest room equipped with a monitor and sound proof glass panel to enable mothers, with restless infants, to see and hear the show while caring for their children.

LIFE SENTENCE FOR SOUTHERN KILLER

A jury in district court found Albert Sarako guilty of the attempted hold-up of the New Southern Theatre, an uptown Minneapolis house, and the murder of Peter Hoffman, one of the employees. Judge W. W. Bardwell sentenced Sarako to life imprisonment at Stillwater.

Publix Shows at Huron

Publix is now booking its vaudeville unit shows into the Huron, S. D., theatre which has been remodeled to accommodate them. They are not the large unit shows that play the Minnesota Theatre, Minneapolis, and other such de luxe Publix houses in the biggest cities, but those especially organized for the smaller towns and some of the metropolises, including Omaha.

Definite Title

Burbank, Cal. — "The Finger Points" is the definite title of the new Richard Barthelmess picture, which has been in production at First National studios since the first of the year.

PUBLIX THEATRES PAY TRIBUTE TO M. L. FINKELSTEIN

Publix theatres of the Northwest division paid an impressive tribute to the memory of M. L. Finkelstein, one of the organizers of the chain of theatres, during the funeral of the latter in St. Paul. In every Publix house there was a three-minute silent period during the funeral. A trailer called attention to the accomplishments and philanthropy of Mr. Finkelstein and following the showing of this trailer the house was darkened and complete silent prevailed for more than a minute and a half.

Many theatrical notables, including Barney Balaban of Publix, attended the funeral of Mr. Finkelstein. The esteem and affection in which he was held was attested by the large number of people who came to pay him final respects. St. Paul newspapers commented editorially on the loss to their city of a figure who had been distinguished for his philanthropy and kindness.

I. H. Ruben, the former partner of Mr. Finkelstein in the F. & R. circuit, is so ill at the Florida resort where he is wintering that he could not be informed of the death of his beloved business and social pal.

GARRICK, ST. PAUL, OPENS WITH "ABE"

After being closed temporarily during the installation of new sound equipment, the Garrick Theatre, St. Paul, has been re-opened under independent management and now is showing United Artists' "Abraham Lincoln."

This picture was not included in the blanket contract for the entire United Artists' product by Publix for its northwest theatres.

Finkelstein Will

The will of M. L. Finkelstein, deceased former partner in the ownership of the F. & R. circuit of theatres purchased by Publix, provides for a trust fund from which the widow will receive an income of $20,000 a year. Three sons will share alike in the residue. There are also bequests to a sister and two brothers in Lithuania.

Outdoor Pictures in Demand in Northwest

Outdoor action pictures continue in heavy demand throughout the Northwest, distributors report. Exhibitors assert that first-class pictures of this type are the surest-fire box-office at this particular time.

A number of inquiries have been received by Mike Frisch, RKO exchange manager, regarding "Cimarron," the RKO outdoors epic, which will have its initial Northwest release at the RKO Orpheum Theatre the Week of Feb. 7.

"The fame of 'Cimarron' certainly has preceded it into the territory," said Mr. Frisch. "Apparently, every exhibitor in this section wants to show the picture. Every indication points to a record-breaking business on this offering and our main worry now is to obtain sufficient prints to satisfy the demand."

Incidentally, "Cimarron" was screened by Mr. Frisch last week for a small number of invited guests and the unanimous opinion of those who witnessed the showing was that the picture is a classic and rates among the greatest ever produced.

"It's a knock-out," was the comment heard on every hand at the screening. "It can't help but pack 'em in everywhere it is played."

Another big out-door picture, Zane Grey's "Fighting Caravans," starring Gary Cooper, was booked by Publix into its ace Minneapolis house, the Century, where the admission scale is 75c after 6:30 p.m. Officials said the booking meant that even the so-called high class of patrons want this sort of picture.

A Universal serial, "The Indians Are Coming," one of several outdoor action picture serials now released in the territory, is reported as going great at the Aster Theatre, a Publix loop house, and elsewhere.

"Trader Horn," a big forthcoming M-G-M release, while not in the western category, is listed under the head of outdoor action pictures. It is being awaited by the trade with keen anticipation.

The M-G-M thriller, "Billy, the Kid," is mopping up throughout the Northwest, while Fox's "The Big Trail" and Pathe's "The Painted Desert" also have met with splendid response.

Columbia's "Buck" Jones' pictures, such as "Shadow Ranch" and "Men Without Law," continue to be "best sellers," according to Ben Marcus, exchange manager.

SALES DRIVE OF BIG 4 FINISHED

New York—C. A. Stimson, vice-president of Big 4 Film Corporation, has brought to a successful conclusion the first sales drive in which independent exchanges have worked in a concerted effort to put over the product of an independent producing and distributing organization.

The campaign, known as the "Pay Dirt Drive," was inaugurated the week of November 3, 1930, running over a nine weeks' period to its termination on January 3, 1931. It included the entire output of twelve Big 4 Westerns.

Thirty - one independent exchanges participated nationally for playdates and cash. The individual quotas were issued at the inception of the period and at the end it was found that the national quota had been exceeded by one-half of one per cent. Some of the offices exceeded their expectancies by a nice margin and the general speeding up during the last few weeks indicated the seriousness with which the exchanges participated.

Prizes were offered and a total of 175 were distributed to affiliated employees at the end of the drive with the Standard Film Exchange of Buffalo leading, followed by the Capital Film Exchange of New York ,and with the Arthur C. Bromberg Attractions of Atlanta holding third place.

MISS BOARDMAN IN "THE FLOOD"

Hollywood—Eleanor Boardman, popular young screen star, has been awarded the leading feminine role in Columbia's "The Flood." Monte Blue is featured in the leading male role and James Tinling will direct.

CIMA
SELL-OUT
RKO GL
TWICE

Radio
PICTURES
Reg. U. S. Pat. Off.

RRON

$2 TOP

OBE N.Y.

DAILY

Radio
PICTURES

Reg. U. S. Pat. Off.

Business Improved From Last Week

Minneapolis (week ending Jan. 30)—Business picked up a little from last week, but was nothing to cause any wild rejoicing. Returns on the Clara Bow picture, "No Limit," were disappointing, in view of the front-page publicity received by the star recently. This advertising evidently hasn't helped Miss Bow as a box office attraction, if the Minnesota business is any criterion. The picture's lack of strength, however, might have had something to do with disappointing attendance, although this was off-set, in part at least, by the presence of Lillian Roth in person.

"Devil-to-Pay" and "Beau Ideal" at the Century and Orpheum, respectively, drew well and were liked. "The New Moon" also attracted satisfactory patronage to the State and won favor, while "Mother's Cry" gave the Aster one of its best weeks in some time.

Aster—Mother's Cry (First National), Dorothy Peterson. **Business:** Good. **Summary:** A sensational drama that portrays the sacrifices of a mother to raise her children properly; moderately interesting. **Entertainment Merits:** 75 per cent. **Short Subjects:** News and comedy; serial.

Century—Devil to Pay (U. A.), Ronald Colman. **Business** Good. **Summary:** Colman splendid as a loveable ne'er-do-well in this delightful romantic comedy. **Entertainment Merits:** 85 per cent. **Short Subjects:** Chase comedy; Mickey Mouse cartoon; Terris Travelogue and sound news.

Lyric—The Gorilla (First National), Lila Lee and Harry Gribbon. **Business:** Fair. **Summary:** Thrills, chills and laughs in this fairly engrossing mystery drama. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news; comedy, screen vaudeville.

Minnesota—No Limit (Para.), Clara Bow. **Business:** Fair. **Summary:** The attractive Miss Bow as a theatre usher who falls in love with a gangster; lightweight and ordinary stuff. **Entertainment Merits:** 70 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum—Beau Ideal (R-K-O), Ralph Forbes and Loretta Young. **Business:** Good. **Summary:** A stirring sequel to "Beau Gest," this thrilling drama relates the romance of a member of the French Foreign Legion and a beautiful young girl. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, sound news.

RKO Seventh Street—Charley's Aunt (Columbia), Charles Ruggles. **Business:** Good. **Summary:** Second loop week for this laugh-provoker.

State—New Moon (M-G-M), Lawrence Tibbett, Grace Moore and Adolphe Menjou. **Business:** Good. **Summary:** A highly pleasing musical drama in which a minor Russian army officer aspires for the heart and hand of a beautiful and proud noblewoman. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news; comedy; screen vaudeville.

FURTHER HONORS FOR "ALL QUIET"

New York—"All Quiet on the Western Front" holds first place as the best picture of 1930, according to recent polls. This recognition has come to it from all sides, and in an amazingly short period. The picture is less than a year old, having been shown for the first time at the Central Theatre, New York, on April 29, 1930.

The two greatest victories that can come to any picture have been won by "All Quiet." It received the gold award of the Academy of Motion Picture Arts and Sciences, composed of 600 of the leading producers, players, and technicians of Hollywood, as the finest picture of the year. This is the industry's own stamp of approval on a work of genius.

The other recognition comes from the American people themselves, through 333 motion picture critics, with a reader public of 30,000,000. These critics, polled annually by The Film Daily, vote for the ten best pictures of the year. "All Quiet" won for 1930 by the highest figure ever scored in this series of annual contests. It received 271 votes and led the second picture on the list by 104. Moreover, the vote for "All Quiet" meant that 80 per cent of this army of critics placed it on their lists.

The three hundred and thirty-three critics represent 293 individual newspapers, three syndicates serving 450 additional newspapers, and 36 fan and trade publications, an aggregate of 779, the biggest number ever participating in The Film Daily Poll.

A picture of the magnitude and appeal of "All Quiet" is slated for innumerable repeat bookings. Carl Laemmle, furthermore, has already planned to start it on its road to immortality by keeping 100 prints in circulation for the next twenty-five years.

FILM EXCHANGE
FILM EXCHA

Moving Along Movie Row

S. J. Honeck, Milwaukee, has purchased the Crystal Theatre, Dodgeville, Wis., from A. J. Benn, its operator for many years. The house has been closed during recent months. The new owner plans to install sound equipment and make other improvements and reopen the theatre in the near future.

* * *

A new sound screen has been installed by the Ritz Theatre at DeSmet, S. D.

* * *

Arden Davidson has leased the Lincoln theatre at Humbolt, S. D., and reopened the house.

* * *

Roy Mundon of Lake Andes, S. D., has purchased the interest of Henry Kass in the Lyric Theatre at Platte, S. D., and will operate the house along with the Lake Andes theatre, owned by him.

* * *

P. M. Cain has resumed the management of the Falls Theatre, Sheboygan Falls, Wis., recently operated by John and Eugene Bartzen.

* * *

The Bird Theatre Company of Milwaukee has taken over the ownership and operation of the Brin Theatre, Menasha, Wis. A number of improvements are planned.

* * *

J. C. McBride of Omaha has purchased the New Royal Theatre, Charter Oak, Ia., from L. A. Bramson, who is retiring from the theatrical field to devote his entire time to his newspaper.

* * *

Contracts have been awarded for the construction for the new de luxe movie theatre-hotel building at Davenport, Ia., and excavation is under way.

* * *

Conrad Mohr, who owns and has been operating a theatre at Glidden, Minn., for several years, has leased the Ellsworth, Minn., community hall and will operate it as a movie theatre after expending $4,000 for sound equipment and other improvements.

* * *

John J. Tkach of the Rialto Theatre, Hebron, S. D., has installed new lenses on his projector machine.

* * *

With the reopening of the Opera House by A. R. Krueger, Glenwood City, Wis., is having its first talking pictures.

HOTEL
HARRISON
CHICAGO'S NEWEST
DOWNTOWN HOTEL
RUNNING ICE WATER
IN EVERY ROOM
$2.50 AND $3.00
WITH BATH
NO HIGHER
RADIO
IN EVERY
ROOM
NO
PARKING
WORRIES
DIRECT ENTRANCE
FROM HOTEL TO
GARAGE
HARRISON STREET JUST OFF
MICHIGAN BOULEVARD
CHICAGO
HARRISON
GARAGE

Radio Again in Giant Merchandising Smash

Day and Date Showings and Newspaper Campaign on "Cimarron" Top That of Amos 'n' Andy

Radio Pictures announces the completion of its plans for the gigantic day and date opening of "Cimarron" across country, together with the daily newspapers which are to carry its national advertising announcements in display space, paid for by Radio Pictures on behalf of the exhibitors participating in the national ticket-merchandising event.

The campaign, like that of the Amons 'n' Andy event, represents another great effort under the direction of Joseph I. Schnitzer, the aggressive young head of Radio Pictures, whose faith in advertising on a national scale was more than warranted by the Amos 'n' Andy results, and which he is again displaying in his management of "Cimarron."

Big Circuits Aid

"Skip" Weshner, Warner Bros. Theatres; A. M. Botsford, Publix, and Jack Hess, RKO Theatre Circuits, have taken an eager share in the national planning of the advertising and exploitation and have keyed up their showmen forces to fighting pitch for the impressive premieres which are set along their respective theatre fronts.

Single and double truck advertisements in red and black, and in black, calling for 4,000 and 2,000-line displays with copy and art work keyed to the magnitude and thrills of the big production are being used in the campaign, with Lord, Thomas, and Logan acting as advertising agency in the servicing and placing of the national newspaper advertising campaign.

Fred Madan, whose virile art work for the Amos 'n' Andy advertisements incited marked comment, is responsible for the art work for these "Cimarron" ads.

Theatres Participating

The theatres thus far listed to participate in the day and date opening campaign which is scheduled for February 5, 6 and 7, are as follows: Mainstreet, Kansas City, Mo.; Palace, Wichita, Kan.; Grand, Topeka, Kan.; Missouri, St. Joseph, Mo.; Burford, Arkansas City, Kan.; Regent, Winfield, Kan.; Orpheum, Los Angeles, Cal.; Orpheum, Memphis, Tenn.; Majestic, Little Rock, Ark.; Palace, Milwaukee, Wis.; Capitol, Madison, Wis.; Mainstreet, Racine, Wis.; Palace, St. Paul, Minn.; Orpheum, Minneapolis, Minn.; Orpheum, New Orleans, La.; Globe, New York, N. Y.; Mayfair, Asbury Park, N. J.; Strand, Perth Amboy, N. J.; Academy, Newburgh, N. J.; Bard Avon, Poughkeepsie, N. Y.; Orpheum, Sioux City, La.; Strand, Scranton, Pa.; Capitol, Wilkes Barre, Pa.; Orpheum, Portland, Ore.; St. Louis, St. Louis, Mo.; Orpheum, Salt Lake City, Utah; Orpheum, San Francisco, Cal.; Orpheum, Oakland, Cal.; Orpheum, Seattle, Wash.; Orpheum, Tacoma, Wash.; Orpheum, Spokane, Wash.; Keith's, Washington, D. C.; Grand, Albany, N. Y.; New, Troy, N. Y.; Proctor's, Schenectady, N. Y.; Ritz, Birmingham, Ala.; New Keith, Boston, Mass.; Albee, Providence, R. I.; Keith, Portland, Me.; Keith, Lowell, Mass.; Keith, Syracuse, N. Y.; Palace, Rochester, N. Y.; Century, Buffalo, N. Y.; Imperial, Charlotte, N. C.; Palace, Raleigh, N. C.; Granada, South Bend, Ind.; State Lake, Chicago, Ill.; Palace, Columbus, O.; Palace, Cincinnati, O.; Keith, Dayton, O.; Hippodrome, Cleveland, O.; Rivoli, Toledo, O.; Palace, Youngstown, O.; Palace, Akron, O.; Majestic, Dallas, Tex.; Majestic, Houston, Tex.; Majestic, San Antonio, Tex.; Majestic, Fort Worth, Tex.; Mission, Amarillo, Tex.; Ellanay, El Paso, Tex.; Waco, Waco, Tex.; Strand, Wichita Falls, Tex.; Paramount, Denver, Colo.; Orpheum, Des Moines, Ia.; Capitol, Davenport, Ia.; Iowa, Cedar Rapids, Ia.; Downtown, Detroit, Mich.; Empress, Grand Rapids, Mich.; Emboyd, Fort Wayne, Ind.; Circle, Indianapolis, Ind.; Brown, Louisville, Ky.; Orpheum, Terre Haute, Ind.; Fairfax, Miami, Fla.; Court, Wheeling, W. Va.; Cambria, Johnstown, Pa.; Capitol-Olympia, Altoona, Pa.; Strand-Columbia, Erie, Pa.; Drake, Oil City, Pa.; Warner, Pittsburgh, Pa.; Palace, Rockford, Ill.; Virginia, Champaign, Ill.; Savoy, Shawnee, Okla.; Ritz, Tulsa, Okla.; Criterion, Oklahoma City, Okla.; Orpheum, Springfield, Ill.; Butterfield, Kalamazoo, Mich.; Butterfield, Flint, Mich.; Butterfield, Ann Arbor, Mich.; Butterfield, Jackson, Mich.; Lincoln, Trenton, N. J.; Stanley, Philadelphia, Pa.; Capitol, Atlanta, Ga.; Roger Sherman, New Haven, Conn.; Strand, Hartford, Conn.; Cameo, Bridgeport, Conn.; Warner, Worcester, Mass.; Paramount, Springfield, Mass.; Empire, New Bedford, Mass.

The Newspaper Used

The dailies co-ordinated into the advertising campaign thus far are: the "News," "Courier Express," and "Times," of Buffalo, N. Y.; the "Journal" and "Constitution" of Atlanta, Ga.; the "Journal-News" and "Times-Herald" of Dallas, Tex.; the "News," "Star," and "Times" of Indianapolis, Ind.; the "Journal" and "Sentinel-Wisconsin News" of Milwaukee, Wis.; the "Item-Tribune" and "Times-Picayune" of New Orleans, La.; the "World-Herald' and "Bee-News" of Omaha, Neb.; the "Globe - Democrat," "Post- -Dispatch," and "Star" of St. Louis, Mo.; the "News," "Examiner," "Call-Bulletin," and "Chronicle" of San Francisco ,Cal.; the "Dispatch" and "Citizen" of Columbus, O.; the "Courant," and "Times" of Hartford, Conn.; the "Post Dispatch" and "Chronicle' of Houston, Tex.; the "Express-News" of San Antonio, Tex.; the "Sun" of Baltimore, Md.; the "Union Republican News" of Springfield, Mass.; the "Telegram-Gazette" of Worcester, Mass.; the "Star," the "Post," and the "Times" of Washington, D. C.; the "Oregonian" and the "Journal" of Portland, Ore.; the "Herald-Journal" and "News" of Dayton, O.; the "Press" of Grand Rapids, Mich.; the "Journal-Courier" and "Register" of New Haven, Conn.; the "Herald" and "Daily News" of Miami, Fla.; the "Globe," "Herald Traveler" and "Post" of Boston, Mass.; the "Tribune," "American," "Herald-Examiner" and "News" of Chicago, Ill., the "Post" and "Times-Star" of Cincinnati, O.; the "Plain Dealer," "Press" and "News" of Cleveland, O.; the "News," "Free Press," and "Times" of Detroit, Mich.; the "Star - Times" and "Journal - Post" of Kansas City, Mo.; the "Examiner," "Express," "Herald," "Illustrated Daily News," "Record," and "Times" of Los Angeles, Cal.; the "Journal" and "Tribune" of Minneapolis, Minn.; the "Oklahoma News" and "Times" of Oklahoma City, Okla.; the "Post-Intelligence," "Times," and "Star" of Seatle, Wash.; the "Dispatch Pioneer" and "Press" of St. Paul, Minn.; the "Observer" of Charlotte, N. C.; the "Times" and "Republican" of Scranton, Pa.; the "Express-Herald" of Portland, Me.; the "Tribune-Telegram" and "Desert News" of Salt Lake City, Utah; the "Post-Gazette," the "Sun-Telegraph" and "Press" of Pittsburgh, Pa.; the "Inquirer," the "Bulletin," and the "Ledger" of Philadelphia, Pa.; the "Mail and Empire" and the "Star" of Toronto, Ont., Can.; the "Tribune" and the "World" of Tulsa, Okla.; and the "Beacon" and "Eagle" of Wichita, Kansas. Theatres in the vicinities of these newspapers should benefit considerably from this campaign.

---

16 FEATURES ON TIFFANY'S LIST NOW COMPLETED

New York—Carl J. Goe, general sales manager of Tiffany, announces that sixteen features on the company's new program are now ready for immediate release.

The features included in this group are:

"The Third Alams," fire epic, with James Hall, Paul Hurst, Jean Hersholt, Anita Louise, Hobart Bosworth and other screen notables.

"Aloha," an Al Rogell special, featuring Ben Lyon and Raquel Torres, with Robt. Edeson, Marian Douglas, T. Roy Barnes and Dickie Moore.

"The Command Performance," a James Cruze special with Neil Hamilton, Una Merkel, Helen Ware, Albert Gran, Lawrence Grant and Vera Lewis. Directed by Walter Lang.

"Extravagance," starring June Collyer, Lloyd Hughes, Owen Moore, Jameson Thomas and Dorothy Christy.

"The Single Sin" with Kay Johnson, Bert Lytell, Paul Hurst, Matthew Betz, Holmes Herbert, Geneva Mitchell. Directed by Will Nigh.

"Hell Bound," featuring Lola Lane, Leo Carrillo, Lloyd Hughes, with Gertrude Astor, Richard Tucker and Ralph Ince. A James Cruze underworld special.

"Caught Cheating," with the comedy team of George Sidney and Charles Murray and a fine supporting cast including Nita Martan, Dorothy Christy, Robert Ellis, Bertha Mann and others.

"She Got What She Wanted," a James Cruze production with Betty Compson, Lee Tracy, Alan Hale and Gaston Glass.

"The Drums of Jeopardy," Harold B. MacGrath's famous mystery thriller featuring Warner Oland, June Collyer, Lloyd Hughes, Hale Hamilton, George Fawcett, Wallace MacDonald and Ernest Hilliard. Directed by George B. Seitz.

"Fighting Thru," the first of the series of eight action western starring Ken Maynard. The supporting cast is headed by Jeanette Loff, Wallace MacDonald, Carmelita Geraghty, William L. Thorne and Charles King. Directed by Will Nigh.

Trem Carr has completed six Bob Steele outdoor westerns: "Near the Rainbow's End," "Oklahoma Cyclone," "The Land of Missing Men," "Headin' North," "The Sunrise Trail," and "The Ridin' Fool." Prominent supporting players are included in the entire series.

Charley

the sensational **SCREEN**

Held over
for three wee
laughing Publ
globe, n.y.

y's Aunt

ARCE *of the* CENTURY

ks by a

c at the

with

CHARLIE RUGGLES

JUNE COLLYER

Produced by

CHRISTIE

"A sure box-office picture."
Motion Picture News

"Extravagantly funny."
Thornton Delehanty in
New York Evening Post

"A veritable scream."
The Film Daily

"Delight any box-office."
Rose Pelswick in
N. Y. Evening Journal

"A genuine howl."
Bland Johaneson in
N. Y. Daily Mirror

"A laugh tonic, for sure."
Irene Thirer in
N. Y. Daily News

"Will cause a million laughs."
George Gerhard in
N. Y. Evening World

Another **COLUMBIA TRIUMPH!**

Exhibitor Leaders to Conduct Group Discussions at Meeting

Constructive Program Planned for Allied Convention

Chicago—Interest in the independent exhibitors' convention here February 10 and 11 is becoming more intensified as the news of the event travels to all parts of the country. Independents will come well armed with grievances if they heed the instructions of an Allied States bulletin, which urges the attendance of all independent showmen.

An elaborate program has been prepared for the two-day conclave, which will be conducted on a group plan. To save time and insure a smooth running program at the meeting, Abram Myers, president of Allied, announces that a group of leaders have been asked to come prepared to lead the discussions on certain designated subjects. They are:

(a) Copyright Protection Bureau activities, Lester F. Martin.

(b) Music tax and the score charges, Charles R. Metzger.

(c) Talking picture equipment, parts, and service charges, Nathan Yamins.

(d) Block booking and the tying of features and shorts, W. A. Steffes.

(e) Unreasonable protection, W. W. Whitson.

(f) Guarantee and percentage, Charles E. Nolte.

(g) Checking percentage playing, Sidney E. Samuelson.

(h) Exhibitor organization and national advertising for Allied theatres, H. M. Richey.

(i) Quality, length and availability of feature pictures, R. E. Myers.

(j) Price and quality of talking trailers, Bennie Berger.

(k) Circuit theatre expansion, Fred Herrington.

(l) Legislation, committee consisting of all Allied presidents.

(m) Stabilization of industry and the coordination of all its branches, Abram F. Myers.

SHOOTING STARTS ON "FRONT PAGE"

Hollywood—"The Front Page," Howard Hughes' next film-play, is now in production at the United Artists studio.

Under direction of Lewis Milestone, and with a brilliant all-star line-up of players, the celluloid edition of this sensational newspaper story is in the making at last. It was two years ago that Howard Hughes bought this story for the screen at a cost of $125,000.

TO TEST LEGALITY OF ZONING

Washington—Legality of film distributors as a body to draft zoning plans throughout the country may be tested here, it was reported here last week. Because of the recent Supreme Court decisions finding compulsory arbitration and the old credit systems illegal, there is some apprehension concerning the legality of the zoning systems which have been worked out under the guidance of the Hays organization, but which have not as yet been put into operation.

It is believed possible that the Department of Justice may submit a test case, involving some trade association, in order to get a final interpretation.

SPYROS SKOURAS QUITS AS WARNER THEATRE HEAD

New York—Spyros Skouras, in charge of Warner Bros. theatre department, resigned last week. George Skouras, his brother, also resigned as assistant to Spyros.

Friction between Skouras and the Warners has been apparent for some time, it is reported. Interference from other branches of the organization in the affairs of the theatre department is said to be a principal cause for the split..

Operation of Warner theatres is to be handled by a committee of three home office executives, following withdrawal of Skouras.

MARCO SUCCEEDS ROXY MARCH 29

New York — Marco Wolf, the Marco of Fanchon and Marco, succeeds S. L. Rothafel (Roxy) as managing director of the Roxy Theatre on March 29, it was reported here last week. Roxy is resigning to join the RCA interests.

CONNELLY GEN. MGR. OF PATHE-RKO NEWSREEL

New York—Jack Connelly has been named as general manager of the Pathe-RKO newsreel.. Terry Ramsaye, head of Pathe short subject department, will be retired as editor-in-chief of the newsreel. The sale of Pathe to RKO releases Pathe News to the latter organization.

WE - GTP DECISION EXPECTED IN FEB.

New York—The decision of the Circuit Court of Appeals in Philadelphia on Western Electric's appeal from the decision on the Reis patents involved in the General Talking Pictures case, is expected the later part of February.

The action, directed at the Stanley Co. owing to its use of De Forest reproducing equipment, was argued in December. Fourteen counts are embraced in the suit which charges infringement.

R. A. Rowland, Tiffany Executive

New York—Announcement has been made of the re-entry of Richard A. Rowland into the motion picture business through his becoming associated with Tiffany Productions, Inc., in an executive capacity. Mr. Rowland formerly was general manager and production chief for First National. He was also one of the originators and builders of Metro.

In confirmation of this announcement Grant L. Cook, vice-president of Tiffany, said: "We feel that this is a great acquisition to the theatres in general and to Tiffany in particular. Mr. Rowland is known to be one of the best showmen and production executives that the motion picture business has ever known and we feel that it means a tremendous impetus for Tiffany."

Mr. Rowland said: "Outside of Tiffany's regular output, we will only attempt to make first run productions where the story warrants, which gives us a big advantage over the average producer. It is our intention to commercialize our productions in cost and showmanship. Tiffany will do the bulk of its own production, but is willing to entertain propositions from outside producers who have the same sense of commercial showmanship."

WHEELER-WOOLSEY TEAM SPLIT FOR SHORT PERIOD

Hollywood—One of the screen's most popular comedy trios is to be broken up—but only temporarily.

Future plans for Bert Wheeler, Robert Woolsey and Dorothy Lee were revealed by William LeBaron, vice-president in charge of production of Radio Pictures.

For the next sixty days, each of the funsters will be funny alone.

Wheeler, according to LeBaron, will play the leading role in "Too Many Cooks," which may be directed by Wesley Ruggles of "Cimmarron" fame.

Dorothy Lee is to be starred in a story of college life, as yet untitled. Mel Brown, director, is working on the script.

Woolsey, of the trick cigar and the horn-rimmed spectacles, will likewise be starred in his own picture, not yet titled.

After these separate ventures, Wheeler and Woolsey will be reunited and will make four pictures together during the new year.

LeBaron said he had not decided whether Dorothy Lee would rejoin the team, or would continue as an independent star.

JACKIE COOGAN SIGNED BY PARA.

Hollywood—Jackie Coogan has been signed by Paramount Publix Corporation for a series of pictures, according to an announcement by Jesse L. Lasky, first vice-president in charge of production. The signing of young Coogan, which means the indefinite return to the screen of the greatest youthful film star ever to appear before the cameras, followed the country-wide success of his current vehicle, "Tom Sawyer," which is his initial talking picture.

PATHE NOW UNDER RKO CONTROL

New York — Radio-Keith-Orpheum Corporation took title to the assets of Pathe Exchange, Inc., on January 30, according to announcement by Hiram S. Brown, president of RKO. This is in accordance with the contract made between the two companies and ratified by the Pathe stockholders early this month.

The announcement stated that two distinct producing and distributing organizations will be maintained. Pathe studio and exchanges will continue to function apart from RKO studio and branches.

PICTURE BUSINESS

WITH the legislatures of all states in active session for four weeks now, it has been strongly evidenced that the motion picture industry is a target that is being shot at with the heaviest barrage of bills ever aimed at it in its history. That doesn't augur well for the exhibitors.

The imaginations of legislators haven't overlooked a thing for which a tax could be placed against this industry. If but a fraction of these bills are passed, it will raise havoc with the profits of the hard-working exhibitors who have pulled through a terrible year, but who have looked to 1931 to bring them a sufficient measure of gain to make up their losses in 1930.

Regional exhibitor associations, national exhibitor bodies and the Hays' organization must work hand in hand and shoulder to shoulder, if the threatening adverse legislation is to be defeated. We know of exhibitor bodies that are accepting the big responsibility they have and we know, too, that C. C. Pettijohn of the Hays' organization and his assistants are working untiringly in the same direction. Millions of dollars are at stake and the future of many of the smaller theatres throughout the country is involved.

It is a most serious situation and there are no two ways about it. Factionalism must be cast aside, if only for the present. Exhibitor, regardless of his affiliations, producer and distributor, must work as one in putting up the strongest possible defensive against the tremendous outside forces that threaten to stifle this business. There's a big job to be done and every man of you in the industry should shoulder his "musket" and put on his strongest fighting manner in a determination to win!

INDEPENDENTS should welcome the news that Richard A. Rowland has come out of retirement and is again active in the producing end of this business. As one of the originators and directors of the old Metro company and later as production generalissimo of First National, Mr. Rowland gave the industry some outstanding attractions. He knows production values and how to make them. Prior to entering production his experiences as an exhibitor may have had much to do with his knowledge of what the box-office needs.

With Mr. Rowland in an active executive post with Tiffany this independent organization ought to bud into a strong contender for leadership in the industry. Good independent productions from one company usually bring out the best from other companies. So the independents, both exhibitors and producers, ought to benefit from Mr. Rowland's return to the industry. We congratulate Tiffany on inducing him to join their organization and we convey our best wishes to Mr. Rowland for his every success.

* * *

THE Titan has done it again! What a smashing campaign is that just launched on "Cimarron" by Radio Pictures! Credit Joe Schnitzer, Hy Daab and company.

Ben Shlyen

Briefs
THE BAND WAS THERE BUT GILDA WAS NOT
FOX CHAIN INCREASED TO ABOUT 783 HOUSES
FREE HEALTH FOR NETOCO EMPLOYEES
EXHIBITORS IMPRESSED

Estimates of Paramount's earnings for 1930 places the figures at approximately $18,600,000 equal to $6.15 a share on the average number of shares outstanding during the year, and to about $5.70 on the 3,256,479 shares outstanding on December 31.

* * *

All Sunday picture shows in Great Britain are declared illegal, according to a decision rendered by the Court of Appeals. The court based its decision on the Sunday Observance Act of 1781.

* * *

Harold Lloyd, Jr., was presented to Mr. and Mrs. Harold Lloyd last week.

* * *

The circuit being developed by Harold B. Franklin and Howard Hughes will confine its activities to west of the Mississippi, it was announced last week.

* * *

Carmen Barnes, who wrote "School Girl," a successful novel, when she was 15 years old, has been signed by Paramount both as a writer and player. Miss Barnes is now 18 years of age.

* * *

Howard Hughes plans to make eight pictures during the season of 1931-32. At least three of the pictures will be released through United Artists, according to the announcement.

* * *

Ruth Chatterton has three more pictures to make under her Paramount contract before she goes over to Warner Bros.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

"QUOTES"

CARL LAEMMLE

"When good pictures come along, don't hide them under your hat. Tell the world about them — your own world—and tell them in language they can understand."

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP AND PICTURE SELLING METHODS OF EXHIBITORS

Columbia Launches Nation-Wide Contest

THE public will be given an opportunity to write a complete history of lighter-than-air craft, which will be edited by outstanding persons in the world of aviation, through one of the most unique and extensive radio essay contests ever staged. For eight weeks, commencing Feb. 8 and ending April 8 at midnight, weekly programs will be produced over stations throughout the United States and Canada consisting of especially recorded programs, and the reading of submitted essays by the contestants themselves.

The contest comes simultaneously with the release of the motion picture "Dirigible," which was written by Lieut. Commander Frank Wilber Wead and made by Columbia Pictures with the full cooperation of the United States Navy, Bureau of Aeronautics. It stars Jack Holt and Ralph Graves under the direction of Frank Capra. The film was made with a view to fostering increased interest in lighter-than-air craft.

The contest, open to the entire American public, is divided in three classes. Radio stations throughout the country will also compete for the following awards: Cup to the station receiving the largest number of entries, cup to the station showing widest range of broadcasting, cup to the station showing the greatest business increase during the run of the contest, and medals to the station whose listeners are awarded essay prizes.

The entrant in the essay contest may select any phase of epoch that he or she chooses and contribute an essay of not more than five hundred words on the history of "Dirigible."

The essay contest will be divided into three classes, viz.: university student, high school pupil and general public, with prizes in each class as follows: First prize in each class, $300 in gold; second prize in each class, $100 in gold; third prize in each class, $50 in gold; fourth prize in each class, $25 in gold; fifth to twenty-fifth prizes in each class, a complete set of seven handsomely bound and beautifully illustrated volumes on aviation, donated by the Norman W. Henley Publishing Co.

Judges in the contest are: Lieut. Thomas B. Mulroy, Capt. Lewis A. Yancey, Miss Elinor Smith, Prof. Alexander Klemin, director of the Guggenheim School of Aeronautics; Capt. Frank Hawks, Clarence Chamberlain, world famous flying ace; Augustus Post, father of American ballooning; Joe Brandt, president of Columbia Pictures Corp.; Jack Holt and Ralph Graves, stars of the "Dirigible" picture, and Frank Capra, the film's director.

MAGAZINE BOOSTS "BILLY THE KID"

A NOVEL and interesting tie-up with a magazine was included by Fred S. Meyer, manager of the Alhambra Theatre, Milwaukee, Wis., in the exploitation campaign he used to help put over his showing of the Metro-Goldwyn-Mayer production, "Billy the Kid."

Meyer arranged with a magazine called "Ace High," a western story magazine, which the publishers are trying to put over in Milwaukee for a tie-up in connection with "Billy the Kid." Meyer was given eighty-five hundred copies of this magazine to distribute in any way he wanted, so he had special stickers printed and pasted on the front covers. They were then distributed to the patrons leaving the theatre, and also at various manufacturing plants in Milwaukee. The stunt was a huge success inasmuch as the magazines were distributed in very little time, with no left overs.

Meyer also secured a special window display at the Carnival Costume store. A dummy was dressed in a costume on the same order as that worn by John Mack Brown in "Billy the Kid," and stills from the production were used as well as window cards to make the display more attractive.

TIME CARDS AID "WAY FOR SAILOR"

CHARLES RAYMOND, formerly manager of the Loew's Midland Theatre, Kansas City, included a novel arrangement with a noted concern in the exploitation campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production, "Way For a Sailor."

Raymond made arrangements with the Montgomery Ward Co. to use between four and five thousand time cards, used by their employees, in his interesting exploitation stunt. These cards are used by the Montgomery Ward Co.'s employees in checking in and out for work, and they are handled four times each day. Raymond had these cards imprinted with copy on the production, theatre and playdate.

SUGAR TIE-UP FOR NEW YORK HOUSE

THE Van Beuren Corporation, producing short subjects for Pathe release, has inaugurated a campaign to educate theatre patrons on the relation good short reels have to the entertainment value of moving picture theatre programs.

Arrangements have been made with The American Sugar Refining Company whereby 200,000 small boxes of sugar will be distributed to theatre patrons, each box having a sticker attached calling attention of the reader to the fact that "This Theatre sweetens its program with Van Beuren Quality Short Features," which includes Aesop's Film Fables, Grantland Rice Sportlight, Vagabond Adventure Series and Van Beuren Song Sketches, the suger to be handed out in connection with the presentation of two or more of the above subjects being shown on the current program of the theatre.

This exploitation tie-up is the beginning of a series of tie-ups between the Van Beuren short subjects and nationally advertised household products planned by the Van Beuren Corporation for the year 1931.

SUITCASE TIE-UP

HOW to boost "Hold Everything" was the problem that beset H. B. Harris, manager of the Marina Theatre, Lowestoff, a seaside town in England. The exclusiveness of the title presented a challenge. Finally Harris hit upon a suit case which would "hold everything," got in touch with its makers and then tied up with the local dealer handling this particular case. The result was a contest in which the chief prize was one of the cases. The exploitation stunt was highly successful.

Harris followed it with another which was to culminate on Friday, his poor night. This consisted of a tie-up with merchants whereby purchasers of gifts for the poor in the local hospital would receive tickets admitting them at half price to see "Hold Everything." This also was successful and the result was that the Warner picture showing Winnie Lightner and Joe E. Brown had the most profitable week in the history of the theatre.

"SUNNY" PROFITS FROM GOOD STUNT

AN exploitation stunt which J. Real Neth, manager of the Grand in Columbus, O., tried out with fine effect on eve of the showing of Marilyn Miller in "Sunny" was a search for the girl with the sunniest smile in the city. In this he had the cooperation of the Columbus Dispatch. The lucky girl, when found, as well as her closest competitors were to have their pictures printed in the Dispatch and receive cash prizes. There were other prizes of tickets to the theatre. The contest created a good deal of interest and grew in importance during its progress. The Dispatch printed the pictures of the winners and Neth reproduced them on the screen of the Grand.

The contest lasted a week and was played up daily in double column illustrated stories in the Dispatch. The awarding of the prizes drew a record breaking audience to the Grand and the stunt resulted in the First National production of "Sunny" having one of the biggest runs of the season in Columbus.

Pagoda in Lobby

FOR the run of "East Is West" at the Spreckels Theatre, San Diego, Calif., Mike Newman set up a huge pagoda in his lobby, the center of which contained a revolving wheel on which production stills were placed. In the windows on either side of the wheel were enlarged portraits of Lupe Velez and Lew Ayres. Varicolored spotlights played on the cut-out, the shifting colors adding to its effectiveness.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

Trader Horn

M-G-M

Cast: Harry Carey, Edwina Booth, Duncan Renaldo, Muti Omoolu. Directed by W. S. Van Dyke.

The director had a tough job when he was given this assignment, but he has turned out a picture which thrilled those who attended a recent preview. The suspense has been sustained throughout the footage, most of which was shot in Africa. The story is based on a best seller of a few years ago and it is unfolded intelligently by a good cast.—W. S.

ASSOCIATED PUBLICATIONS MERIT AWARD

More About CIMARRON

A few weeks ago a review of "Cimarron" by a Los Angeles representative appeared on this page. Since then the editor has seen the picture at a private screening and he wishes to add more to the glowing review previously published.

"Cimarron," if you will pardon the trite and greatly overworked word, is an epic. The running time is two hours and ten minutes and yet the picture seems to be over too soon. There is not a dull moment in the entire feature. From the opening shot to the fadeout the audience is held in awe and admiration for the noble efforts made by Director Wesley Ruggles to present a picture so true to life and so authentic in its portrayal of the history of a great state.

An outstanding feature of "Cimarron" is the year-by-year development of the town in which the story is laid, Osage. And as the years pass the watcher sees the town grow up, sees the establishing of telegraph poles, the laying of sewer pipes, the paving of streets and the erection of buildings, until at the end Osage is a city of towering skyscrapers. The styles of clothes have been accurately studied and with each passing period the clothes worn by the players are authentic with the times.

It is this close attention to details, in addition to a powerful story, that makes "Cimarron" a truly great picture. Richard Dix does his finest work. He has given a masterful touch to the role of Yancey Cravat and we know of no other personality in the screen world who could have given it better interpretation. Other honors go to Irene Dunne, as Sabra Cravat, whose portrayal is without a flaw. Roscoe Ates as the stuttering printer, whose loyalty to Sabra extends over thirty years, is one of the brightest spots in the cast. George E. Stone deserves credit for his fine acting as Sol Levy, who starts out as a peddler and ends as the owner of a great department store. Estelle Taylor as Dixie Lee, the scarlet woman of Osage, tops her acting career. Stanley Fields, the town's bad man, is excellent And the little colored boy, whose name has slipped our minds for the moment, is a find. Nance O Neil, the "busy-body" of the town, could not be improved upon. The dialogue, the photography, in fact the entire technical side of the production have been handled with expert hands.

"Cimarron" is extraordinary.—Steen.

The Royal Bed

Radio Pictures—72 Minutes

Cast: Lowell Sherman, Nance O'Neil, Mary Astor, Anthony Bushnell, Robert Warwick, Alan Roscoe, Hugh Trevor, Gilbert Emery, Carroll Naish, Frederick Burt, Desmond Roberts, Lita Chevret, Nancy Lee Blaine. Directed by Lowell Sherman.

The title is somewhat misleading as there is no bed in evidence throughout the footage, but the inference is "uneasy lies the head that wears a crown," even though it is not within the power of all humans to become kings and queens the picture convinces one that kings and queens can be human beings.

Lowell Sherman makes an otherwise illogical and simple story real and entertaining through his splendid direction and excellent portrayal of the king, harrassed by affairs of state and politics when his main desire was to make everybody happy and be happy himself. Loving his daughter above all else and learning that she is in love with his secretary and not the disreputable prince selected by her ambitious mother and designing general, he promises to aid the lovers to elope.

A revolution interrupts and the secretary refuses to leave at such a crucial time, the daughter, also, deciding to stay and face the music with her father. The general, who has made plans to set himself up as dictator to the throne, is beaten at his own game when the king exposes him and wins the respect of his people. The queen, learning of the daughter's attachment to the secretary, insists that the king exile the secretary and the king signs the order secretly, making it read: "and wife." Risking the displeasure of the queen he sends them on their way rejoicing.

Nance O'Neil deftly handles the role of the domineering queen, a difficult role ,which if the least overdone would border on burlesque. Mary Astor is satisfying as the revolting daughter. An altogether splendid cast together with luxurious settings makes it an entertaining picture for the entire family.—Warren.

Inspiration

M-G-M—79 Minutes

Cast: Greta Garbo, Robt. Montgomery, Lewis Stone, Marjorie Rambeau, Judith Vosselli, Beryl Mercer, John Miljan, Edwin Maxwell, Oscar Apfel, Joan Marsh, Zelda Sears, Karen Morely, Gwen Lee, Paul McAllister, Arthur Hoyt, Richard Tusker. Directed by Clarence Brown.

A picture for adult patronage, which may be termed as good entertainment and yet cannot compare with Greta Garbo's previous talking efforts. "Anne Christie" and "Romance" had a wider appeal. Robert Montgomery turns in a satisfactory performance while Greta is her usual charming self.

The absence of strong action is one drawback to the picture but the followers of Greta Garbo and the admirers of Robert Montgomery should find "Inspiration" entertaining.—A. F. S.

There's No Screen Too Big For a Strong Lamp

STRONG

High Intensity Automatic Reflector Arc Lamps

Provide an Abundance of Crisp White Light for Every Modern Requirement.

REMEMBER — WHEN YOU BUY A STRONG LAMP YOU BUY THE VERY LATEST TYPE EQUIPMENT

For Sale by Independent Supply Dealers

The Strong Electric Corporation

2501 LAGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York, N. Y.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.
☆ indicates productions that have received A-P Merit Award.

Along Came Youth—Paramount (75). Amusing story starring Charles (Buddy) Rogers which should get over big with most audiences. Comedy honors go to Stuart Erwin. (Dec. 16)

A Lady's Morals—M-G-M (83). Grace Moore and Reginald Denny in an elaborate and, at times, a dazzling production of the story of "Jenny Lind." (Dec. 2)

***Bachelor Father**—M-G-M (76). A wow of a comedy in which Marion Davies injects her best talents; first class entertainment despite the title. (Dec. 30)

Birth of a Nation—Triangle (80). Reissue of Griffith's immortal epic with musical accompaniment and sound effects. (Jan. 6)

***Big Trail**—Fox (125). Impressive epic of pioneer western days with love interest provided by John Wayne and Marguerite Churchill; first rate entertainment. (Nov. 4)

***Blue Angel**—Paramount (100). Excellent performances are put over by Emil Jannings and Marlene Dietrich in an interesting manner. (Jan. 13)

Brothers—Columbia (78). Talker version of the stage success of the same name; sure-fire entertainment with Bert Lytell giving a splendid performance. (Nov. 11)

Boudoir Diplomat—Universal (72). Sophisticated comedy of diplomacy and loves, gorgeous costumes and gowns; Ian Keith and Betty Compson gives excellent portrayals. (Dec. 23)

***Charley's Aunt**—Columbia (87). The popular story remade with Charlie Ruggles as the center attraction; 100 per cent entertainment for those who don't take their picture fare too seriously. (Dec. 16)

***Cimarron**—RKO (124). Absorbing from start to finish and one which should be classed as one of the most outstanding of the season. (Jan. 13)

Cohens and Kellys in Africa—Universal (68). George Sidney and Charles Murray together again doing their usual antics to produce the laughs. (Jan. 6)

Command Performance—Tiffany (80). Sophisticated comedy-drama with a strong appeal; Neil Hamilton is excellent. (Jan. 20).

Criminal Code—Columbia (85). Crime story with an even distribution of comedy, pathos and drama; outstanding performances are given by Walter Huston, Phillips Holmes and Constance Cummings. (Jan. 6)

Dawn Trail—Columbia (61). Lots of action, romance, hard riding, gun play and all the ingredients of a first rate western; Buck Jones is right ther. (Jan. 13)

Derelict—Paramount (75). Thrilling sea story which rates better than average entertainment. George Bancroft and William Boyd (of stage fame) play the leading parts. (Nov. 25)

***Devil to Pay**—United Artists (78). Subtle comedy-drama which gives Colman his best role; can be classed as one of the finer pictures of the current season. (Dec. 23)

***Doorway to Hell**—Warner (77). Realistically portrayed melodrama of racketeers and gang wars; Lew Ayres gives another outstanding performance. (Nov. 25)

Ex-Flame—Liberty (72). Modernized version of "East Lynne"; Marian Nixon displays marked ability in the leading role. (Dec. 30)

Fast and Loose—Paramount (71). Light farce which rates only as a fair programmer with the cast practically unknown to movie fans. (Dec. 16)

Fighting Through—Tiffany (60). Ken Maynard and his horse, Tarzan, should be liked in this fast moving western thriller. (Dec. 30)

Fourth Alarm—W. Ray Johnston (60). Thrilling melodrama of fire fighting with Nick Stuart as the hero and Ann Christy as the girl he rescues. (Dec. 16)

***Illicit**—Warners (81). Interesting story which presents the problems encountered in companionate marriage; Barbara Stanwyck is superb. (Jan. 20)

Life of the Party—Warners (70). Typical Winnie Lightner offering that gets away to a slap-bang start and doesn't let up. (Nov. 4)

***Lightnin'**—Fox (80). Excellent piece of entertainment enhanced by the brilliant dialogue of Will Rogers. (Dec. 9)

Little Caesar—First National (76). Expertly produced gangster story with Edward G. Robinson and Douglas Fairbanks, Jr., giving able performances. (Jan. 27).

Madonna of the Streets—Columbia (75). Better than average program material with satisfactory performances played by Robert Ames and Evelyn Brent. (Dec. 23)

Man to Man—Warners (70). Should please the majority of picture fans; Phillips Holmes and Grant Mitchell convincing throughout. (Jan. 27).

Man Who Came Back—Fox (80). The popular pair, Charles Farrell and Janet Gaynor, in an absorbing melodrama, which should make money. (Jan. 13)

Morocco—Paramount (83). Story of the French Foreign Legion which marks the first appearance of Marlene Dietrich, new German star. (Dec. 9)

Night Work—Pathe (94). Human interest drama which rates as good entertainment for the whole family. Eddie Quillan furnishes most of the laughs. Dec. 2)

Once a Sinner—Fox (70). Dorothy Mackaill in a pleasing feature with some remarkable settings and good acting. (Jan. 27).

One Heavenly Night—United Artists (81). Comedy with music which makes satisfactory entertainment and should win many admirers for Evelyn Laye, British favorite. (Jan. 20)

Paid—M-G-M (85). Joan Crawford puts over a highly commendable performance in this new version of the celebrated stage play, "Within the Law." (Jan. 13)

Painted Desert—Pathe (77). Western picture which should please the majority; Bill Boyd and Helen Twelvetrees furnish the romantic interest. (Jan. 20)

Princess and the Plumber—Fox (72). Charles Farrell in a made-to-order part as the plumber, while Maureen O'Sullivan delightfully fits the part of the princess; should satisfy anywhere. (Dec. 30)

Reaching for the Moon—United Artists (92). A modern story of genuine fun which should register well at the box office for the Douglas Fairbanks' fans. (Dec. 30)

Remote Control—M-G-M (66). Will please even those patrons who are tired of Bill Haines and his wisecracking; re-instates the comedian as a favorite. (Nov. 25)

Right to Love—Paramount (80). An outstanding production expertly directed and featuring Ruth Chatterton; its appeal is mainly for adults. (Dec. 23)

See America Thirst—Universal (72). Good action comedy that should please generally; plenty of funny doings by Harry Langdon and Slim Summerville. (Dec. 9)

Scandal Sheet—Paramount (75). Newspaper yarn, well directed and well acted, but a bit far-fetched, with George Bancroft as the managing editor of a daily newspaper. (Dec. 30)

Second Honeymoon—Continental (60). A pleasing light comedy which has been handled and directed nicely. (Jan. 20)

Sin Takes a Holiday—Pathe (81). Constance Bennett delivers another fine portrayal in this opus threaded with brilliant dialogue; great for the women folks. (Dec. 9)

Sinner's Holiday—Pathe (60). Story of amusement park life which makes good entertainment anywhere; Grant Withers and Evelyn Knapp play the leading roles. (Dec. 2)

Soup to Nuts—Fox (65). Rube (Cartoonist) Goldberg story which will bring many laughs; Ted Healy heads the cast. (Nov. 4)

***Southerner**—M-G-M (75). Besides Tibbett's singing being outstanding the story is a good one, well acted and directed and makes real entertainment. (Jan. 27)

Sunny—First National (75). Another muical, although not outstanding, turns out to be a pretty fair piece of entertainment with Marilyn Miller as the star. (Dec. 9)

Third Alarm—Tiffany (79). Popular appealing action drama glorifying the fighters of the flames; Anita Louise and James Hall play the leading parts. (Dec. 2)

Tol'able David—Columbia (75). A screen classic which spells box office in a big way and puts Richard Cromwell on the road to fame. (Nov. 18)

Today—Majestic (80). Good entertainment for intelligent trade; Conrad Nagel gives a splendid performance. (Nov. 25)

***Tom Sawyer**—Paramount (75). The famous Mark Twain story expertly interpreted on the screen by Jackie Coogan in the title role with an excellent supporting cast. (Dec. 2)

Trails of Danger—Big 4 (60). Will please where westerns are still popular; cast of favorites including Wally Wales, Jack Perrin, and Pete Morrison. (Nov. 11)

Up the River—Fox (92). Plenty of laughter in this opus of jail life. Tracy and Hymer make a good laugh combination. (Oct. 28)

Utah Kid—Tiffany (60) Rapid fire action western that should satisfy the cowboy fans; Rex Lease and Dorothy Sebastian are the pair involved in the love plot. (Dec. 2)

War Nurse—M-G-M (82). War picture emphasizing the woman's side of the world conflict; excellent cast headed by Robert Montgomery, June Walker and Anita Page. (Dec. 16)

Widow from Chicago—First National (64). Racketeer story with the action paramount; Alice White is seen in a different characterization while Edward G. Robinson chalks up a brilliant performance. (Dec. 23)

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

PAIR POWERS 6-B projectors with lamps and compensarcs; also two Powers 19 and two Webster six tube amplifiers. Bargains. B-353, Associated Publications. 2-3

COMPLETE disc outfit good as new; original cost $1200. Bargain. Will install on trial and guarantee. B-354, Associated Publications. 2-3

TWO HAND-DRIVEN Edison picture machines, complete with lamp houses and rheostats; also two Fidelity motors cheap. S. M. White, Keytesville, Mo. 2-3

BRAND NEW veneer and spring cushion chairs of finest quality. Buy now. Prices are ridiculously low. Backs and seats furnished for any make chairs. Mail us your samples. C. G. Demel, 845 South State St., Chicago, Ill. **2-10**

ANYTHING in guaranteed used equipment — at depression prices. Write your needs. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. 2-24

OUR SPECIAL—Two 6B Powers, Mazda equipped; excellent shape; $200 cash. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. 2-3

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE WANTED in Nebraska town; population of fifteen hundred to two thousand; no competition. C. C. Goodrich, Hardy, Neb. 2-3

POSITIONS WANTED

ART MAN-PROJECTIONIST; married, reliable; any location considered. B-351, Associated Publications. 2-10

THEATRES FOR SALE

THREE HUNDRED SEAT theatre for sale or lease in Alabama; fully equipped with sound, steam heat; population three thousand. Big state college and cotton mill; no opposition. Will lease for period of one to three years for fifteen hundred dollars per year paid in advance or will sell equipment and good lease on building. Price eight thousand, $4,500.00 cash, terms can be arranged for the balance to right party. Address Box 352, Associated Publications. 2-3

350-SEAT THEATRE, cement block building; own newspaper, 2,500 circulation; good sound; terms. Karolyn Theatre, New London, Ohio. 2-24

TWO THEATRES—Town of 5,000; sale or rent; wonderful proposition for quick sale. B-350, Associated Publications. 2-3

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 2-10

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 2-10

NEW THEATRE — 350 capacity; equipment; for sale cheap. Monta Poindexter, Everton. Mo, 2-24

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POPCORN

SOUTH AMERICAN Gold Nugget popcorn; 50-pound cans, $6.00; 100-pound bags, $11.00. Popping condition guaranteed. Douglas Company, Box D7631, Kansas City, Mo. 2-10

THEATRICAL PRINTING

ADVERTISE—Pack your house; use dodgers; 1,000 3x8, $1.00; 1,000 4x9's, $1.25. Surprise delivery. King Shopress, Warren, Ill. 2-3

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—
it will pay you to advertise
your needs in
The
CLEARING HOUSE

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. We replace your Model A with Model D giving liberal allowance for Model A.

DOWSER MFG. CO.
691 Lincoln Place -:- Brooklyn, New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. ....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. .....1910 K St. N. W.

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL

KOOLER-AIRE

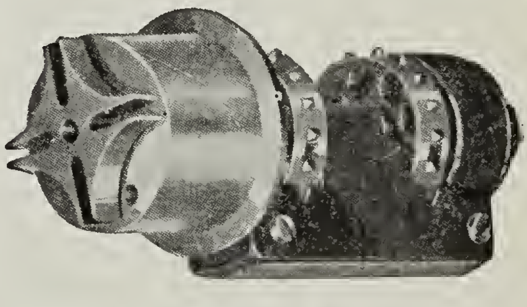
NATURE'S REFRIGERATION

for houses with sound equipment
the talking and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

NAN
FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.
MINUSA SOUND SCREEN
For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

THE MOTION PICTURE SENSATION OF 1931

RANGO

JESSE L. LASKY

In the twenty years of my experience as a producer of motion pictures I have never been prouder of any production than I am of "Rango".

The picture, directed by Mr. Ernest Schoedsack, gave me one of the most amazing experiences I have ever had in the theatre. It is with the greatest personal pride that I, with my associates, offer it to the trade and to the public.

Jesse L Lasky
First Vice-President
Paramount Publix Corporation

Paramount Pictures

PARAMOUNT PUBLIX CORP., ADOLPH ZUKOR, PRES., PARAMOUNT BLDG., NEW YORK CITY

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., FEBRUARY 10, 1931 Number 12

SEVEN rhymes with HEAVEN!

"And when you play The Lucky Seven—
You'll find yourself in showman's heaven"
By Leo of M-G-M
(not Shakespeare!)

The LUCKY SEVEN

THE EASIEST WAY *with* CONSTANCE BENNETT
THE LULLABY
AMONG THE MARRIED *with* ADOLPHE MENJOU
THE MAN IN POSSESSION
with ROBERT MONTGOMERY
THE GREAT LOVER *with* ADOLPHE MENJOU
STEPPING OUT
SHIPMATES *with* ROBERT MONTGOMERY

**METRO
GOLDWYN
MAYER**
*Where Men
are Showmen!*

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

THE SOLUTION

TO THE PROBLEM *of* POOR PICTURES

IS

GOOD PICTURES

Simple isn't it? But how is one to know what pictures are good and what pictures are bad until one plays them? The box-office supplies the answer. Let every exhibitor send in an accurate report of the pictures he plays and a guide is furnished that will go a long way in eliminating inferior productions. But the reports must be truthful and unbiased.

You can become a member of the

Better Pictures Club

Simply by filling in and mailing the report blank on this page. Additional blanks will be furnished you for subsequent reports. There are no dues in this club and but two requirements—one, that you report 100% on every picture you play every week, shorts as well as features; and, two, that your reports be truthful and free from prejudice.

My opinion on pictures recently played here is as follows:

Title ____________________

Star ____________________ Producer ____________________

Remarks: ____________________

____________________ Weather: ____________________

Title ____________________

Star ____________________ Producer ____________________

Remarks: ____________________

____________________ Weather: ____________________

City ____________________ Theatre ____________________

Exhibitor ____________________

HERE'S THE KEY THAT OPENS THE WAY TO BETTER PICTURES.

←

MAIL IT TODAY TO
MOVIE AGE
945 Andrus Bldg.
Minneapolis, Minn.

M. E. CUFFEL
Editor and Manager

MOVIE AGE

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

NEENAH WANTS A PICTURE THEATRE

Neenah, Wis. — Official cognizance has been given to this city's plight in lacking a moving picture theatre. Alderman Robert Martens, at this week's city council meeting, pointed out that "everybody is going out of town for amusement." If this condition continues, he declared, "local residents will keep going out of town for everything else as well."

Alderman Martens urged that the city itself do something to obtain a theatre. He suggested that all the business and civic organizations unite in an effort to bring about the reopening of the Neenah theatre which is said to have been leased by Fox-Midwesco to the "Affiliated Theatres, Inc." Nothing is known, however, of the latter concern.

GRAND CHANGES REGULAR POLICY

The policy of the Grand Theatre, Minneapolis, a Publix house, is to afford second loop runs for a half week engagement for the more popular pictures.

The theatre has altered its regular policy for two successive weeks during the past fortnight to the extent of holding over its attractions for full week runs.

"Hell's Angels" and "Lightin' " were the pictures whose drawing power warranted their retention at this half-week house for full weeks. The former originally had been booked in for only four days, but business was so big that it remained for the entire week. It previously had played two consecutive weeks at the Century Theatre in the loop and a full week at the Uptown theatre, a neighborhood house.

"Lightnin' " had enjoyed such large patronage at the Minnesota for a full week and at the Uptown Theatre for another seven days that the Grand booking originally was scheduled for the entire week.

Wins Award

New York—"Rango," the Paramount picture of jungle life in Sumatra, has been awarded The Parents' Magazine seal which recommends outstanding films.

Announcement of the award will be published in the March issue of the magazine.

W. B. MILWAUKEE HOUSE READY FOR OPENING MARCH 1

Milwaukee—The new Warner Theatre at Second street and Wisconsin avenue will be turned over to Warner Bros. March 1, on which date the contractors have given notice that the theatre will be completed. Plans are already under way for the dedication of the house, in which state and city officials will take part. In connection with the theatre is a 14-story office building now over 60 per cent rented.

MUSICALS GAIN POPULARITY HERE

There are some indications that film musical comedies and operettas are gaining in favor again with Minneapolis audiences. Three of them were booked into Publix loop houses in two successive weeks and all drew well.

The Lawrence Tibbett picture, "New Moon," at the State, did a particularly big business and audience comments were highly enthusiastic, the theatre management reports. It was immediately followed last week by another musical, "One Heavenly Night," which also drew a profitable week.

Another musical, "The Lottery Bride," at the Lyric, last week, attracted much better patronage than the preceding offering at the same theatre. "Hook, Line and Sinker," another Wheeler and Woolsey vehicle, at the RKO Orpheum and Seventh Street theatres recently, have been splendid drawing cards.

PICTURES HELP AN APPROPRIATION

In an effort to obtain passage of a bill providing for a $350,000 appropriation to defray cost of a Minnesota state psychopathic hospital, sponsors of the measure enlisted the aid of the movies. They showed to the members of the state legislature a film especially made for the purpose of illustrating the actual workings and results of the Colorado psychopathic hospital. Dr. F. G. Ebaugh of Denver explained the movie.

Monster Exploitation Plug on "Cimarron"

One of the biggest exploitation campaigns ever given to any theatrical attraction in the Twin Cities has been accorded "Cimarron," the great Edna Ferber picture, by the RKO Orpheum Theatre in Minneapolis. The picture opened its engagement Saturday and Sunday to the biggest crowds in the history of the showhouse.

The campaign, arranged by Emil Franke, house manager, even exceeded that which the same theatre put over for "Amos 'n' Andy." One of the novel tie-ups was with the Hotel Radisson Flame Room, the town's leading night club, which was induced to stage a "Cimarron Supper Dance" on the Friday evening preceding the picture's midnight premiere at the Orpheum. The $2 admission to the supper dance entitled the ticket holder to reserved seats at the "Cimarron" premiere which immediately followed the dance.

No less than three three-quarter page ads in the Minneapolis newspapers, a full showing of 24-sheets and 750 two-sheets were used. A total of 275 stories was planted in newspapers throughout the entire Northwest.

Through a tie-up with the public library, 10,000 book marks advertising the picture were distributed in the libraries. Boy Scouts to the number of 1,500 paraded through the loop with banners urging attendance at the picture. History instructors from the state university, high schools and surrounding colleges, together with city officials, were guests of Mr. Franke at a special preview at midnight Wednesday preceding the Friday premiere.

A contest in the high school carried prizes of 10 of Edna Ferber's novels for the best review of the picture written by a student. A newspaper tie-up offered free admission to the first 20 people of Oklahoma birth appearing at the theatre with their birth certificates.

The biggest banner ever utilized indoors has been advertising the picture in the RKO lobby for several weeks and now is spotted on the city's principal business thoroughfare. The banner is 68 feet long and 12 feet high and spells out the picture's name in huge letters.

Many to Chicago

A large party of Northwest exhibitors is in attendance this week at the open meeting of all independent theatre owners in Chicago this week. The affair is being sponsored by Allied Theatres and Abram F. Myers, president and general counsel of the organization, will be the principal speaker.

The Northwest delegation was headed by W. A. Steffes, Allied representative in Minneapolis.

COOGAN'S YOUNG BROTHER SIGNED

Hollywood—Another member of the Coogan family is following in the footsteps of the famous Jackie. His younger brother Robert, five years old, has been signed to play the important role of Sooky in the Paramount screen version of "Skippy." A few days ago Jackie signed a contract to appear in a series of talking pictures with Paramount starting with "Huckleberry Finn," after making his return to the screen following an absence of three years in "Tom Sawyer." It was because of the first Mark Twain classic that Robert Coogan is now to make his screen debut with the same company which has his big brother.

New Grid Series

New York—Tiffany Productions announces through Grant L. Cook that a contract has been signed with Howard Jones, head football coach of the University of Southern California, and Alfred T. Mannon, a prominent motion picture producer, to make a series of one reel football features, during the season of 1931, to be released by Tiffany under the title of "Pigskin Problems." Production headquarters will be at the Tec Art studio in Hollywood, of which Mannon is the president and general manager.

Patents Committee Hears Complaints on Music Tax

Brylawski Pleads Case Before Senate Group for the Industry

Washington — Declaring that sound pictures took away from the theatre owner the right or power to separate the music from the picture and that he should not be compelled to pay a music tax twice for the samething, A. Julian Brylawski made a very definite point in favor of the abolition of the music tax at a recent hearing before the patents committee of the United States Senate at Washington.

Mr. Brylawski represented the Motion Picture Theatre Owners of the District of Columbia and the Motion Picture Theatre Owners of America.

Threatened

Washington—In a letter to the Senate patents committee by Abram Myers, Allied president, it is asserted that the independents are being threatened with extinction as "unnecessary and undesirable competitors" of producers. The letter declares that exhibitors pay thrice for music used in the theatre and asks amendment of the Vestal bill to eliminate alleged objectionable clauses.

The Motion Picture Theatre Owners of America have made a long battle against the music tax, checking its extension entirely and mitigating materially many of its levies. It may now be able to take the tax away as the sound picture destroys the business option of the theatre owner and compels the use of the music as furnished. It is the contention that when he leases the picture he should also obtain th right to use it without further cost. This, it is maintained, is a reasonable business principle members of the senate committee appeared to regard as entirely sound.

Mr. Brylawski stated that theatre owners had a contract by which they were obligated to exhibit the leased picture product without deviation, variation, or change whatsoever; that the industry is now practically 100 per cent sound and talking picture which made it impossible for the theatre owner to exercise any choice with respect to music. He told how the silent picture enabled the exhibitor to use whatever music he thought best, but that the situation was entirely new now and was liable to make the exhibitor an unconscious offender against the copyright laws if the act of Congress was not made sufficiently clear to enable him to exercise his business rights in the premises.

He maintained that on account of the extra cost associated with the making of talking pictures an exhibitor was obliged to pay a vastly increased charge for the right to exhibit these motion pictures with sound and in addition he paid a music score charge.

Discussing the divisibility of the copyright rights Mr. Brylawski contended that unless this was limited in a definite way it would make every person who used music in any form liable to somebody for an infringement and that it would be almost impossible for the lay mind to determine just where the violation lay. He claimed that in this relation the act should be amended so that it would give to the theatre owners and to the motion picture industry generally, all of the rights which under ordinary and reasonable business conditions would be considered ethical and proper.

AMENDMENTS

The amendments offered to the bill by Attorney David Wiener of Washington, representing the theatre owners, are as follows:

PROVIDED, HOWEVER, that the right to make a motion picture as herein provided shall include the right to reproduce and exhibit the same, and to license others to exhibit such motion picture; and the assignment or license of the right to make such motion picture shall likewise include the right in the assignee or licensee to reproduce and exhibit the same, and to license others to exhibit such motion picture.

AND PROVIDED FURTHER, that where the copyright owner of a musical composition has granted, assigned or licensed the right to incorporate such musical composition into a motion picture with sound, such grant, assignment or license shall include the right in such grantee, assignee or licensee to reproduce and exhibit such musical composition in such motion picture with sound and to license others to exhibit such motion picture.

MARCUS TO HEAD PATHE; SCOLLARD DIRECTS STUDIO

New York — Lee Marcus, vice-president of Radio Pictures, will become president of the reorganized Pathe company. C. J. Scollard, formerly executive vice-president of Pathe, will be temporarily in charge of studios in Culver City in association with Mr. Marcus. Courtland Smith, pioneer in the development of talking newsreels, has been engaged to manage the Pathe Newsreel.

Announcement of Marcus' forthcoming election to the presidency of the new company, it is stated, will bring new and dynamic power into California film executive circles. Mr. Marcus has been associated with the motion picture industry for many years, but his work has kept him exclusively in New York. As president of the new Pathe company he will spend much of his time at the studios.

Tiffany Product For "B" and "C" Theatres

New York—Richard A. Rowland, new Tiffany executive, said his company would make pictures principally for the Class B and C houses. When the story warrants it the company will shoot at the Class A theatres, he said. In an interview with The Film Daily, Rowland said Tiffany would make medium-priced pictures based on good stories and personalities. Development of personalities of its own will be an aim of the concern. Rowland said Tiffany would consider work of independent producers but that the company will make the bulk of the releases itself.

PARA. EARNS 18 MILLION

New York — Paramount-Publix Corporation estimates its consolidated net profits, after all charges and taxes, for the year 1930, at $18,370,000, equal to $6.15 on 2,986,829 shares, the average number of shares outstanding during the year. The estimated profit for the year 1930 creates a new high record for the company, and is approximately 18 per cent ahead of the profit for 1929, which was $15,544,000.

"CITY LIGHTS" IN WORLD PREMIERE

Hollywood — Charley Chaplin's long expected picture, "City Lights," had its world premiere here last week. The feature is synchronized but has no dialogue.

Leaders of production, who saw the picture, say that Chaplin can make silent pictures and get away with it, but that other stars cannot win popularity, or hold it, in pictures that do not talk.

FOX TO MAKE 72 FILMS IN 1931

New York — Production of 72 feature length productions in Hollywood during the next twelve months was announced last week for the Fox Film Corporation by Winfield Sheehan, vice-president and general manager. Of this number 52 will be talking pictures in English and 20 will be in foreign languages.

Center of all production, Mr. Sheehan said, will be in Hollywood, indicating that the Fox corporation will not make any foreign productions abroad.

Completion in February of nine pictures started this month will wind up the 1930-31 program, and work will start immediately on next year's production. Four feature productions already are in preparation, including "Cure For the Blues," an original story by George Ade, the famous humorist, which will star Will Rogers; a musical production written by George and Ira Gershwin and Guy Bolton for Janet Gaynor; "The Yellow Ticket," and "I Surrender," adapted from the powerful novel, "Axelle."

INDUSTRY HONORS CARL LAEMMLE

Carl Laemmle, president of Universal, is celebrating his Silver Jubilee—his twenty-fifth year in moving pictures—this month. In another year Universal itself will be twenty years old.

The month of February will be a month of celebrations for the lone pioneer of 1906. Already he has received, in an unique presentation, the congratulations of two hundred and forty-nine present-day leaders in the moving picture business. This expression was contained in a gold-bound, beautifully endorsed scroll presented to him at Universal City studios by Will H. Hays, president of the Motion Picture Producers and Distributors of America, Inc.

PICTURE BUSINESS

THE music tax is still with us. But exhibitor effort to throw off this shackle is still being carried on.

The latest action was the presentation of a strong argument before the Patents Committee in the Senate at Washington by A. Julian Brylawski, who has been so long active in exhibitor organization work that he needs no introduction.

Mr. Brylawski's contention is that sound pictures have taken away from exhibitors the right or power to separate music from the picture. He should, therefore, not be made to pay a tax for playing this music that he had no selective hand in and for which license is granted by the music publishers to producers in the first place, who pass the cost on to the exhibitor through the music score charge.

The music tax is costing exhibitors upwards of two million dollars each year. Just a small part of that money converted into exhibitor organization dues would do a tremendous lot of good in fighting the constantly increasing pernicious legislative bills.

* * *

THE motion picture industry has a powerful asset in Dr. Clinton Wunder, executive manager of the Academy of Motion Picture Arts and Sciences. Dr. Wunder, who made a speaking tour in November, addressing women's clubs, chambers of commerce and religious groups in different parts of the country on behalf of the industry, recently spoke to 300 Kansas editors and a group of legislators. When Wunder finished his talk, 300 Kansas editors and the group of legislators had a new conception of the powerful influence of the screen. He broke down every argument against the alleged harmful influence of motion pictures and sent his audience away with the feeling that after all the picture theatre is the most wholesome, educational and the cleanest form of amusement.

Doctor Wunder can do much for the cause. He has oratorical ability possessed by few men and he is convincing in his arguments. But we are not trying to glorify Wunder's accomplishments nor his personality. He is called upon repeatedly to speak before groups of notables throughout the country. If you hear he is scheduled to talk in your vicinity, publicize it to the limit. Get every minister, critic, club leader and newspaper man in your city to hear him. It will do you good, your business good and help the general welfare of the industry.

* * *

WE can't stop raving about "Cimarron"! Everybody seems to be talking about this picture; everybody wants to see it; everybody talks about it after seeing it. It's a history-maker for this industry, if there ever was one. It is the wonder picture of the talking picture era and will go down in history as the comparison by which all future outdoor productions will be gauged. It's a production that holds its spectators spellbound. It sweeps you off your feet while you view it and you remain engrossed for days after you leave the theatre in its magnitude; in its completeness; in its minuteness of detail and, yet, which does not retard its movement; its fine acting and its perfect direction. "Cimarron" is a picture that lives. It will give new impetus to public interest in motion pictures. It should be played at every theatre in every hamlet and city in the world.

Ben Shlyen

Fred J. Lalley, formerly in charge of Pathe short subjects production, has been named general manager of Pathe studios and a vice-president of Pathe.

* * *

Lew Ayres received the most votes in the male division of the New York Daily News popularity contest. Charles Farrell was second. Others, in the order named, were the runners-up: Buddy Rogers, Robert Montgomery, Gary Cooper, Ramon Novarro, Douglas Fairbanks, Jr., Maurice Chevalier, Ronald Colman and Frederic March.

* * *

Janet Gaynor polled the largest number of votes in the feminine ranks of the same contest. The runners-up in the order named were: Joan Crawford, Nancy Carroll, Clara Bow, Greta Garbo, Ruth Chatterton, Norma Shearer, Mary Brian, Constance Bennett and Anita Page.

* * *

Phil Ryan, now producing a series of shorts for Paramount, is planning to make 18 two-reelers during 1931. Ryan is negotiating with two major companies for release.

* * *

Grosset & Dunlap, publishers, will print 200,000 screen editions of "Cimarron." The first printing is off the press.

* * *

Universal has won the final step in its legal tilt with Anne Nichols, who sued Universal for $3,000,000 for alleged plagiarism of her play, "Abie's Irish Rose." Miss Nichols claimed the picture, "Cohens and Kellys," infringed on her play.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

"QUOTES"

ADOLPH ZUKOR

"The American people have plenty of money and we believe they will spend it if this industry offers them greater values for their dollars. It is not enough to give them the class of product offered them last year, or even last month. Producers must give them greater and ever greater values."

"Inspiration" High For Week at Minn

Minneapolis (week ending Feb. 6)—Greta Garbo in "Inspiration" at the Minnesota was the outstanding magnet of the past week. Miss Garbo is a prime favorite here and she was well liked in this picture.

A star new to Minneapolis, Evelyn Laye, appearing in "One Heavenly Night" at the State, also was an attendance stimulator. The all-Swedish talking picture, "For Hennes Skull," at the RKO Seventh Street drew so well that it was held over for an additional half week.

Aster—The Great Meadow (M-G-M), John Mack Brown, Eleanor Boardman. **Business:** Good. **Summary:** A stirring story of Indian fighting in the revolutionary days. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Century — Fighting Caravans (Para.), Gary Cooper. **Business:** Light. **Summary:** The thrilling story of a wagon train's journey across the plains to California in the early western days. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, cartoon comedy, and Grantland Rice Sportlight.

Minnesota—Inspiration" (M-G-M), Greta Garbo and Robert Montgomery. **Business:** Good. **Summary:** The romance of an artist's model and an unsophisticated youth in the Paris Latin quarter. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show and sound news.

State—One Heavenly Night (U. A.), Evelyn Laye. **Business:** Good. **Summary:** A beautiful new star in interesting musical romance. **Entertainment Merits:** 75 per cent. **Short Subejcts:** Sound news, comedy, screen vaudeville.

(Week ending Feb. 6)

RKO Orpheum — Resurrection (Universal), Lupe Velez and John Boles. **Business:** Good. **Summary:** A powerful drama of a girl who loved too well and a youth who forgot too soon. **Entertainment Merits:** 75 per cent. **Short Subjects:** Vaudeville, sound news.

(Week Ending Feb. 11)

RKO Seventh St.—The Squealer (Columbia), Jack Holt and Zasu Pitts. **Business:** Fair. **Summary:** An exciting underworld drama. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy and screen vaudeville.

(Week ending Feb. 5)

Lyric—The Lottery Bride (First National), Joe E. Brown and Jeanette MacDonald. **Business:** Good. **Summary:** A musical comedy laid in Norway and concerning a young girl who permits herself to be raffled off in a lottery to a man whom she never has seen. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound news, comedy and screen vaudeville.

RUTH CHATTERTON TO STAR IN FOUR FOR PARAMOUNT

Hollywood—Story plans for the production and release by Paramount of four pictures starring Ruth Chatterton were announced last week by Jesse L. Lasky. Three of these four Ruth Chatterton pictures will be released during the new 1931-32 season, which starts August 1, Mr. Lasky stated.

The first of them will be "Daddy's Gone a Hunting," from the stage play by Zoe Atkins, author of "The Greeks Had a Word For It."

"The Heart is Young" by May Edington will afford Miss Chatterton a role that combines the qualities of "Sarah and Son" and "The Right to Love."

The third Chatterton vehicle, just purchased, will be "Step-Daughters of War," the Helen Zenna Smith story recently dramatized by Kenyon Nicholson and given a stage production in New York. Called the only true story of woman's part in the World War, it will be directed by Dorothy Arzner, herself a war veteran.

UNA MERKEL IS SIGNED BY FOX

New York — Una Merkel has been signed to a long term contract with Fox. Since she played the leading feminine role in "Abraham Lincoln," Miss Merkel's movie career has been a series of important vehicles. She appeared in "Eyes of the World," "The Command Performance" and "The Bat Whispers."

BUZZ BARTON IN BIG 4 FEATURE

Hollywood — Buzz Barton has been signed by Big 4 to appear in Wally Wales' new picture, "So This is Arizona." He appeared previously with Wales in "Breed of the West."

Renew Contracts

New York — The Van Beuren Corporation producing the Vagabond Adventure series for Pathe release has renewed the contracts of Tom Terriss and Elmer Clifton.

The Strand Theatre at Jefferson, Ia., has been purchased by Finkelstein Theatres of St. Paul from Ernest Michael. The new owners have improved the property.

* * *

United Artists has added Abe Fischer to its Minneapolis selling staff. He formerly was local exchange manager for Tiffany.

* * *

After having been confined to St. Andrews hospital for several weeks, L. J. Blumberg, Minneapolis Educational salesman, has recovered from his illness and is back on the job again.

* * *

The Rex Theatre at Calumet, Minn., has been converted by its owner, William Heick, into an atmospheric showhouse.

* * *

C. W. Peterson has succeeded C. P. Rose as manager of the Casino Theatre at Marshalltown, Ia. He formerly managed the State Theatre, Cedar Rapids. Rose goes to the Granada, a Publix house, at Norfolk, Neb.

To Act Again

Hollywood — Lionel Barrymore, who during the past two years has given up acting in favor of directorial work, will play a leading role in Norma Shearer's new film, "A Free Soul," according to announcement by Metro-Goldwyn-Mayer. Clarence Brown, whose last picture was Greta Garbo's "Inspiration," will direct.

CURRENT RELEASES

Week of February 8

EDUCATIONAL

Razzberries, Terry-Toons, 7 min.

FOX

Girls Demand Excitement, John Wayne, 67 min.

METRO-GOLDWYN-MAYER

Dance, Fool, Dance, Joan Crawford, 82 min.

Crazy House, Benny Rubin.

PARAMOUNT

Fighting Caravans, Gary Cooper, 91 min.

I Wonder Who's Kissing Her Now, Screen Song, 8 min.

Happiness Remedy, Ted Lewis, 10 min.

Laugh It Off, June McCloy, 10 min.

Great Pants Mystery, Smith and Vale, 18 min.

PATHE

What a Time, Manhattan, 20 min.

Ski Pilots, Sportlight, 10 min.

Dogs of Solitude, Vagabond Adventure, 10 min.

RKO

Cimarron, Richard Dix, 124 min.

Circus Time, Toby the Pup, 8 min.

TIFFANY

Sunrise Trail, Bob Steele, 60 min.

UNIVERSAL

Shipwrecked, Oswald Cartoon, 9 min.

Spell of the Circus, Episode, No. 5, 20 min.

Leatherpushers, Episode No. 9, 21 min.

WARNER BROTHERS

Illicit, Barbara Stanwyck. 81 min.

HOTEL HARRISON

CHICAGO'S NEWEST DOWNTOWN HOTEL

RUNNING ICE WATER IN EVERY ROOM
$2.50 AND $3.00 WITH BATH
NO HIGHER

RADIO IN EVERY ROOM

NO PARKING WORRIES
DIRECT ENTRANCE FROM HOTEL TO GARAGE

HARRISON STREET JUST OFF MICHIGAN BOULEVARD
CHICAGO
HARRISON
GARAGE

THE HOUSE MANAGER

An Industry Asset

By WILLIAM G. FORMBY

There has been in this industry too ready inclination, both on the part of film men and exhibitors, to scoff at the lowly house manager. The house manager is strictly a product of our present day merger and remerger trend. He is a product developed within the past few years. His has not been an enviable lot; nor has his position in this business been given a great deal of consideration by anyone except that company which pays his salary.

He has been lampooned in the trade press. His caricature has become a familiar figure in the pages of countless humorous and semi-comic magazines. He has been plastered with the cognomen of everything from "rubber-stamp" to "twenty per week executive."

When you take into consideration his numerous obstacles it is remarkable that the fellow has stood up as well as he has. He has gone about his business with a determination unquenched by the combined epithets of a pun-loving gang. The darts have caromed off him like water off the back of a drake's mate. If he has been disturbed by the lowly ranks to which thoughtless individuals have consigned him he has made little outward manifestation. Unfortunately this has been taken in a number of instances to reflect only stupidity; when quite the reverse is true. There is perhaps no class of employee who labors under more obstacles today than does the manager of an average unit in a national theatre chain.

The point is, however, that showmen are being born from this class. They have to a large extent acquired that faculty of taking orders with a serenity unthought of several years ago. They have learned to study show business, anaylze it and have gained under the tutelage of competent and successful showmen a grasp of the intricate ramifications of motion pictures and their production that will astound the most hardened old-timer—if he will but condescend to lay aside his role of advisor and become a listener.

A propos of this we are reminded of an observation in the introduction to Peter Mark Roget's immortal Thesaurus: "—he who has best learned to execute the orders of a commander, becomes himself best qualified to command." The innate inability of the old type of theatre man to execute orders at variance with his ideas of show business has nipped many a promising showman's career in the bud. This younger generation — this "epidemic" of house managers—is evolving a type of showman whose uncanny ability to grasp the pulse of public opinion is at times rather startling. Many of them—mere lads—can tell you things about show business. Their eyes are glued to the future. The achievements of the past concern them not so much as the possibilities of the future. They believe—and we're not yet convinced they're in error—that extremely worthwhile careers await them. Consequently they are zealous. Zealous even though at times the home office reins seem to draw rather tightly. When they make blunders they pay for them. When they achieve something worthwhile their rewards are far greater than many other elements would lead you to believe.

After all, it is not to the raw, untutored material that we must look for our future showmen. Rather, it is to the carefully-groomed, properly-trained legion of house managers that the industry must go in search of leadership. We venture the prediction that in the next few yeas the house manager will loom large in the progress of motion pictures. Encourage him; he needs it. What is ·more important, he APPRECIATES it.

PATHE ANNOUNCES FARRELL TITLES

New York—"Golf—with Johnny Farrell," the new Pathe sports series, is now in the final stages of editing with the first two subjects ready for exhibition. The entire series of six will be ready for theatre screens by the middle of February.

Terry Ramsaye, producer of the series, has announced the titles of the individual subjects as follows: "Fore!" "Duffer Swings," "Winning Putts," "In the Rough," -Under Par" and "Getting on the Green."

ROBT. MONTGOMERY IN "SHIPMATES"

Hollywood—According to an announcement by Metro-Goldwyn-Mayer, Robert Montgomery will be featured in "Shipmates," which Harry Pollard will direct. This is a story by Lou Edelman and Delmar Daves, with Dorothy Jordan in the principal feminine role. The cast includes Ernest Torrence, Hobart Bosworth, Edward Nugent, Gavin Gordon and Joan Marsh.

Lasky Says Too Many Pictures Being Made

Hollywood — "Hollywood makes too many pictures," Jesse Lasky, producer, told members of the Academy of Motion Picture Arts and Sciences at a meeting recently. "So many theatres have to be kept supplied with changing programs that the total income isn't large enough to stand the negative costs of the individual pictures." There aren't enough good stories in the world to supply the annual demand, he asserted, declaring that whereas a state producer need only present one to five plays a year, the motion picture producer must meet release dates with a production a week. "Hollywood has too many 'yes' men, but not enough creative artists who can do worthwhile work and meet the producer half way by realizing that the cost of any given picture has to be kept within the sum that will draw to the box-office in competition with all other pictures," he asserted.

Lasky was one of four contributors to a symposium conducted by the Art and Technique committee of the academy. It was the first of a series at which the 600 leading actors, directors, producers, technicians and writers who make up the Academy will discuss art and technique problems in the furtherance of better sound and talking picture quality.

"The most difficult problem in motion pictures is that we have to have mass production for something that should be made individually," Clara Beranger, writer, declared. "Lack of individuality is a very serious trouble with pictures. In a studio it is often a case of too many cooks, when scripts are prepared in conference by authors, scenario writers, dialogue writers, gag writers and a supervisor." Miss Beranger urged that producers should mark a definite line between the executive and the creative functions, and limit the power of the supervisor.

Speaking in the symposium as a representative of the theatre audience, Milton Schwartz said: "What the public wants as its basic picture food are pictures that most nearly touch our lives either as we live them or as we would like to live them."

He attacked the impossibly extravagant adjectives used in the trailers advertising forthcoming pictures, declaring that they discourage rather than please audiences.

"While the writer must realize that the demands of motion pictures resemble those of the newspaper in that the writer receives an assignment and must work under pressure," William K. Howard, director, asserted that the talking picture has given the writer a better position. "It has happened in the theatre and it is happening in the motion pictures that the story is becoming more and more the thing," he said.

CHANDLER HEADS COLUMBIA ADV.

New York—Clement F. Chandler has been appointed advertising manager of Columbia, succeeding Lou Guimond, resigned. Chandler has been handling the promotion department of the Universal-Graham McNamee Talking Newsreel.

U. A. TO RELEASE "FRONT PAGE"

Hollywood—United Artists will release "The Front Page," which Howard Hughes, producer of "Two Arabian Knights" and "Hell's Angels" for that company, is now making at the United Artists studio, it was announced by Joseph M. Schenck.

BUCK JONES TO START SPECIAL

Hollywood — Buck Jones, who has just completed Columbia's "Phantom Hoofs," will begin work on his new film, "Fighting Patrol," immediately, under the direction of Ross Lederman. Carmelita Geraghty has been awarded the feminine lead opposite him in this production, which is seventh in a series of eight outdoor "Specials" that Jones is making for the company.

M-G-M Buys Play

New York — Metro - Goldwyn - Mayer has acquired motion picture rights to "Stepping Out," the play by Elmer Harris which was presented by Charles Dillingham at the Fulton Theatre here.

Gilbert's Next

Hollywood—John Gilbert's new starring vehicle will be "Cheri-Bibi," an adaptation of the prize-winning French story of that name which will be directed by John Robertson. Gilbert's last part was in the recently completed "Gentleman's Fate," which Jack Conway directed.

TWELVETREES IN

CHARLES R. ROGERS BOWS IN AS AN R. K. O. RADIO PRODUCER . . . BUILDS INVINCIBLE SHOW VALUES INTO HIS FIRST PRODUCTION!

Donald Henderson Clarke's Flame-Haired Heroine Whose Exploits in Love Have Thrilled a World of Women . . .

Millie

The Right Girl Who Met the Wrong Men!

Shrewdly Geared . . . Swiftly Paced . . . Gorgeously Produced Vehicle For One of the World's Most Brilliant Young Stars... And a Cast With Big First Run Following

NATIONAL CO-OPERATIVE AD CAMPAIGN WITH WOMAN INTEREST DOMINATING..AIMED FLUSH AT THE OLD B.O.!

CYCLONIC SMASH

Radio PICTURES

Reg. U. S. Pat. Off.

HELEN

TWELVETREES

LILYAN TASHMAN	ROBT. AMES	JOHN HALLIDAY
JOAN BLONDELL	JAMES HALL	ANITA LOUISE

CHARLES R. ROGERS PRODUCTION

Directed by JOHN F. DILLON Assoc. Prod. HARRY JOE BROWN

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP
AND PICTURE SELLING
METHODS OF EXHIBITORS

Excellent Newspaper Ads on "Going Wild"

MOE SILVER and his coast staff spread themselves on the exploitation of Joe E. Brown in "Going Wild" on the simultaneous showing of the First National picture at the Hollywood and Downtown Theatres in Los Angeles.

Instead of going in for the usual style of three and four column newspaper ads, Silver used strips running column length. These were all specially drawn and were white on black, the reverse process being used. The series, while unique in themselves, were made particularly effective by their humor.

One of them contained a "Notice to Our Patrons," which was as follows:

> On entering theatre kindly permit usher to strap you into seat. This will prevent rolling on floor with laughter.

Under the figure of an obese gentleman giving way to mirth in an aisle was this admonition:

> "If susceptible to hysterics ask usher for number by straight-jacket.

Still another was headed:

Lindbergh, Byrd, Hawks and
Joe E. Brown—
FOUR GOOD FLYERS
Sure They Were Good.
Ask Joe E. Brown
If you doubt it — He
taught them to fly.

The real humor of the drawings as well as of their script all helped to call attention to "Going Wild." The result of them was one of the biggest double openings Los Angeles has ever known.

SHORTS PROGRAM HELPS FEATURE

THE manager of the Rialto Theatre in York, Pa., knows the value of short subjects as a box office magnet. He has found from experience that they draw patrons who see his feature, and he takes pains to let the public know what he has booked.

A recent handbill issued by the theatre for one of its January programs lists five Vitaphone shorts above the feature picture, giving three of them equal display with the feature and the other, half the space. In order to get a title that would bunch the shorts together he headed his handbill "Five Acts of Vitaphone Vaudeville," listing the following pictures: Henry Santrey & His Soldiers of Fortune, a novelty band number; Judith Anderson in Betty Ross' dramatic playlet, "Madame of the Jury"; The Hall Johnson Choir in "A Syncopated Sermon," with Willard Robison; Hugh Cameron with Bobby Watson in burlesque comedy, "Nay, Nay, Nero"; Ann Seymour, "the little girl with a big voice," in songs. This gave him a well-rounded bill of shorts, with variety enough to appeal to all tastes.

CLEVER STUNT ON "LITTLE CAESAR"

A SPECIAL edition of the Albany "Star" gotten out by the Strand Theatre management in Albany, N. Y., to announce the arrival of "Little Caesar" in the city got a reaction that literally carried the members of the Warner theatre staff off their feet.

"Extras" being more or less common this was an "emergency edition" of the "Star" and clear across its front page in heavy Gothic type was this heading:

"Crime King in Albany Hiding
in Underworld Den. 'Little
Caesar's' Arrival Stirs
Police."

Fifty thousand copies of the crime edition quickly found their way on the streets and in homes and in no time people were calling police headquarters to ask if "Little Caesar" had been arrested.

The reaction to this was more than expected for the crowds assembling around the theatre on Thursday night made necessary the giving of a special midnight show. The First National picture proved so big a sensation that midnight shows were announced for the balance of the engagement.

The exploitation stunt which helped in bringing all this about was not expensive and its power in other cities can be made just as potent as it was in Albany.

EFFECTIVE IDEAS ON "MOTHER'S CRY"

ONE of the most extensive exploitation campaigns carried out in New England was that promoted by M. Melincoff for the showing of "Mother's Cry" at the Warner Theatre in Lawrence, Mass.

One of the ideas utilized was the getting out of an announcement on red stock made to slip over the neck of a milk bottle. Through a tie-up with the milk distributors 10,000 of these cards were used on Sunday morning, the day of the opening of "Mother's Cry."

Another effective stunt consisted of prizes being offered for the best mother and baby photographs. The newspaper cooperating reproduced the photograhs of the winners.

A poem called "Mother Love," being applicable to the story of "Mother's Cry," Mellincoff had 3,000 copies of it attractively printed and distributed to a special mailing list.

BIG CAMPAIGN ON "PASSION FLOWER"

B. A. GRIFFITHS, manager of the Orpheum Theatre in Springfield, Ill., arranged for an extensive exploitation campaign which he used in his efforts to put over his showing of the Metro-Goldwyn-Mayer production, "The Passion Flower."

Griffiths arranged with the John Bessemer department store, for a window display whereby they used two cut-outs in the form of large roses, superimposed with special fashion stills of Kay Johnson and Kay Francis, along with a display of gowns and sport coats made in the new shade of "bittersweet" which is a special shade of red. They also used small window cards with the theatre name and playdate.

Three thousand bookmarks were imprinted and distributed to the Springfield public library and its two branches. On the backs of the bookmarks several Kathleen Norris books were suggested as well as other popular fiction.

Griffiths also arranged for three excellent window displays on books.. Each store made a special display of the Kathleen Norris books as well as copies of "The Passion Flower." They also displayed specially mounted stills from the production and small cards announcing the playdate and the theatre.

SHOPPING TOUR BOOSTS "MADAM SATAN," PEORIA

E. McCULLOUGH, manager of the Madison Theatre, Peoria, Ill., included a novel "shopping tour" in the exploitation campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production "Madam Satan."

McCullough tied up with the Peoria Star and six of the city's leading merchants for a "Madam Satan" shopping tour. The Star gave the shopping tour three days' advance publicity and the merchants advertised the fact that on Friday, "Madam Satan" would visit their shops at a certain time. The Star also published photographs of the mysterious woman who, it was advertised, was not to be masked on her shopping tour, but was merely to visit each store at a certain time and give a pair of tickets to the first ten persons who approached and identified her in each of the six stores. These stores also carried window cards announcing "Madam Satan's" visit and the fact that each person, in order to get these free tickets, must have a copy of the Peoria Star with them when they made the identification.

IMPROVEMENTS ON SAFETY CONTROL

N. A. Nicholson, president of the N. A. N. Automatic Light Control Co., Johnstown, Pa., announces new improvements on the firm's safety device. The equipment is built with fewer parts which make the device more economical and able to give better results. The relay box, transformers, resistors and other small parts have been eliminated. Mr. Nicholson declares the N. A. N. safety control is dependable under all conditions.

Title Change

Hollywood—The second Big 4 melodrama, previously announced as "Just a Minute," has been substituted by a story to be released as "Trapped." This film drama is the work of Jackson Parks and Edith Brown.

PROSPEROUS THEATRES ARE WELL EQUIPPED THEATRES

OF COURSE, there is the occasional exception to the above stated rule—for example, "the hole-in-the-wall house" that with little or no attention to, or investment in, equipment from lobby to screen, is a virtual gold-mine for its owner.

But for the rank and file of theatres—the houses that must alertly fight for profits—there is no question but that good equipment and good projection go hand-in-hand with good attractions and good management to make the fight for profits a winning one.

WRITE to your local dealer-member of Affiliated Theatre Supply Dealers for the newest price bulletins and catalog information of what is worthwhile in theatre equipment—equipment backed by the A. T. S. D. mark of value, and by the individual dealer's guarantee.

No other business can invest in equipment to such immediate advantage as can the theatre; the comforts of your house, the quality of your projection, the beauty of surroundings—all these are really what you are selling to your patrons constantly, over and over, in addition to the merits of the entertainment on your screen.

The Sign of Service AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS *The Mark of Value*

A Nation Wide Organization of Independently Owned Stores

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Charlotte, N. C.: Carolina Theatre Supply Co., 206 So. Poplar St.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 1705 E. 21st St.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington, D. C.: Ben Lust Theatre Supplies, 308 2nd St.

WELDED WIRE

SOUND REELS

A Reel For Every Purpose

THREE TYPES

TYPE 'A' - ONE PIECE - ALL WELDED
10 in. with 2 in. Drum — 11 in. with 5 in. Drum
14 in. with 4 in. Drum — 15 in. with 5 in. Drum

TYPE 'B'-THREE PIECE-BAKELITE DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

TYPE 'C' - THREE PIECE - METAL DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

All Reels---Bright Cadmium Plated

Special Reels For Wide Film

WRITE US FOR QUOTATIONS ON OUR PRODUCTS

Universal Electric Welding Co.
90 Webster Ave., Long Island City, N. Y.

"Penn Acoustical Felt"

—AND—

"Penn Felt Carpet Linings"

100% ALL HAIR PRODUCT

Odorless, Moth and Vermin-proof and

FIRE RESISTANT

Manufactured in any width up to 9 ft. by 60 ft.—Seamless.
Samples and prices on request.

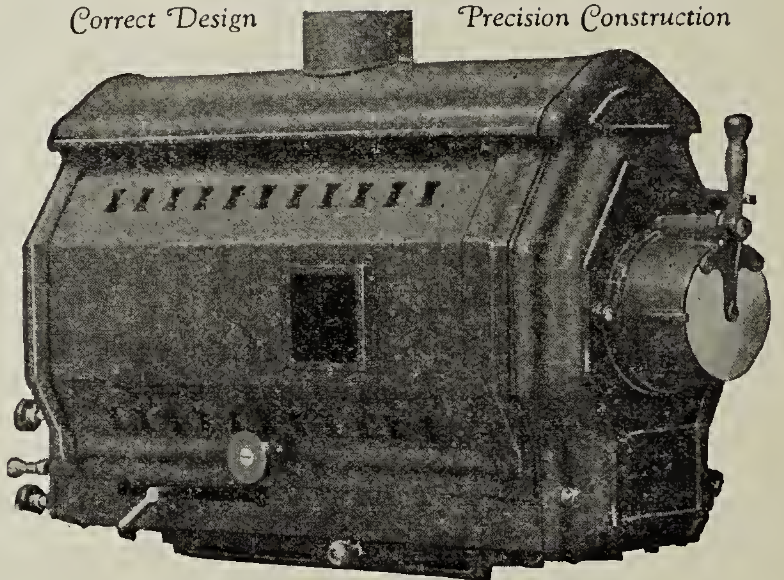
Manufactured by:

WM. SCHOLES & SONS, INC.
2nd & Indiana Ave. Philadelphia, Pa.

Increase your light *Economically* with

Brenkert

Correct Design *Precision Construction*



LOW INTENSITY REFLECTOR LAMPS

Intense, White Light
Even Distribution,
Low Operating Expense

EXCLUSIVE FEATURES INSURE EASE OF OPERATION
AND UNINTERRUPTED SERVICE

Sold and Serviced by Progressive Independent Dealers throughout the U.S. and Canada
Write for literature and name of nearest dealers.

Brenkert

Brenkert Light Projection Co.
Engineers and Manufacturers.
St. Aubin at East Grand Blvd. Detroit, Mich.

MINUSA MINUSA

You Cannot Be Wrong *if you* Start the New Year With a

MINUSA
Sound Screen

MINUSA CINE SCREEN CO.
2665 Morgan—St. Louis, Mo.

The Bifocal F2.0 Super-Lite Lens

This new convertible Projection Lens that meets all the requirements presented with the use of both Sound and Silent Film, without changing the Projection Lens in the machine.

The manner in which the sound picture is shifted and centered on the screen is just another quality of this wonderful product.

Projection Optics Co., Inc.
330 Lyell Ave., Rochester, N. Y., U. S. A.

MR. EXHIBITOR,
Do Your Bit
to Bring Back
PROSPERITY

The
HOUSE ORGAN
no Exhibitor can
Afford to be
without.

For Sale by all
Leading Dealers.

RADIO-MAT PATENTED
RADIO-MAT SLIDE CO. MAKERS
NEW YORK

Use Your Screen to:
Boost your Town~
Boost your Business~
Boost your Neighbor's Business~
Announce Improvements~
Forecast Progress~
Project Local News.
EASILY ACCOMPLISHED WITH
RADIO-MAT SLIDES
IS THE STATIONERY OF THE SCREEN

RADIO-MAT SLIDE CO., Inc., Manufacturers New York City

Announcing New Model "U"

Superior Projector

Universally Adapted to All Types of SOUND REPRODUCER EQUIPMENT for Either Film or Disc Recording.

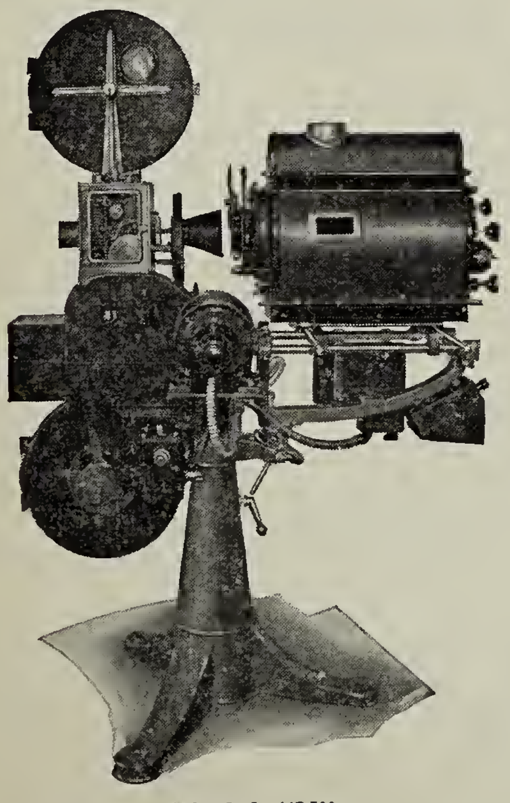
Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.

Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by
Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.



Model "U"
Showing Its Application to
RCA Photophone

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

RANGO

Paramount—75 Mins.

An absorbing and unusually interesting nature production produced in Sumatra and showing the wild beauty and hidden dangers of the region. It outclasses all other similar pictures. Rango means orang-utan, a shortening of the word by the natives.

The picture deals with the continuous war by man and apes against the tiger. A musical accompaniment adds to the entertainment.—S F. D.

Going Wild

First National—70 Minutes

Cast: Joe E. Brown, Lawrence Gray, Laura Lee, Walter Pidgeon, Ona Munson, Frank McHugh, May Boley, Harvey Clark, Anders Randolph, Arthur Hoyt, Johnny Arthur, Fred Kelsey. Directed by William Seiter.

You can promise your audiences that you will give them a real laugh program when you offer this one for their approval. Although in some respects it does not come up to "Top Speed," it is a happy-go-lucky, improbable piece of nonsense which should get by with the most critical. There are some thrills in the latter part of the picture which can be accredited to some expert photography.

It is a slim story but what of it? Joe is a fellow who boasts of his ability as an aviator, although he and an airplane are almost strangers. He enters a plane race, working out a plan by which he will have a real pilot, hiding inside, who will do the actual flying. Imagine his embarassment when the real pilot isn't there and Joe has to fly himself. And that is where the thrills and trick photography come in.

"Going Wild" is a good comedy and it is well named.—G.

The Lash

First National—79 Minutes

Cast: Richard Barthelmess, Marian Nixon, Mary Astor, James Bennie, Robert Edeson, Fred Kohler. Directed by Frank Lloyd.

A highly colorful, actionfull story of Old California. Here's a picture that ought to please the genuine movie fans. It is replete with action against a pictorial outdoor background, mixed with old Spanish atmosphere and gay Spanish music. The women will like this as will the regular Barthelmess fans although Barthelmess' voice is somewhat too high pitched for the part he portrays. However, he gives a good performance as do the other leading characters. A particularly engrossing scene is a cattle stampede. There is a lot of good riding and but little shooting. Good direction shows itself throughout.

Barthelmess portrays the role of a young native of Old California when it first became a part of the United States. He has been to Mexico City for four years during the change of rule of this former Mexican state. His uncle in charge of the vast family Rancho sends him to deliver 3,000 head of cattle to a town in the north part of the state. He arouses the ire of Fred Kohler for having purchased a drink for a saloon girl. Kohler, the big man in the town, has issued an order that anyone speaking Spanish must leave the town in three days. He ties Barthelmess to a post and beats him across the face with a strap. The sheriff of the district, James Rennie, causes Barthelmess to be released and Dick promises to return the favor. It is then brought out that Kohler is the man to whom Barthelmess is to deliver the cattle.

Aroused at the way he was treated and the hatred shown by the Americans for the Mexicans and by the grasping of some Americans who were taking homes and wives away from the native Californians, he determines to avenge them. He stampedes the cattle into the town and they nearly destroy it. By his action he becomes an outlaw with a price on his head. He and his band rob the wealthy Americans and turn their spoils over to the parishes to be distributed among the poor of their own people.

Dick's uncle is killed by the unscrupulous Kohler who is in a plot to steal the deed to the Rancho. It is the dying wish of the uncle that the deed be given to the young sheriff, who is in love with Dick's sister. Dick delivers this deed as his return of the favor when the sheriff released him from Kohler's lashing. He avenges his uncle's death by shooting Kohler and then races across the border where his sweetheart waits for him.—J. S.

Follow the Leader

Paramount—70 Minutes

Cast—Ed Wynn, Ginger Rogers, Stanley Smith, Lou Holtz, Lida Kane, Ethel Merman, Bobby Watson, Donald Kirke, William Halligan, Holly Hall, Preston Foster, James Morton.

For sheer nonsense this piece has few equals unless it is a Marx Brothers show. Ed Wynn, long known as the "perfect fool" in musical comedy, continues to hold down his title in "Follow the Leader," which is a film version of the popular stage success, "Manhattan Mary," in which Wynn starred.

Most audiences should like "Follow the Leader." To some the comedy may seem entirely to far-fetched, and yet it isn't supposed to be serious so why bring that up? Few people can look at Wynn go through his antics without at least getting a smile. As the unwilling gang leader who helps Ginger Rogers up the ladder to fame in a musical show, Ed Wynn is good for laughs whenever he is on the scene. Stanley Smith is the orchestra leader who marries Ginger. But the serious and romantic sequences are just fill-ins, for the show belongs to Wynn, who gets able assistance from Lou Holtz.

Only those who were born with absolutely no sense of humor will pan this picture in its entirety. There is something for everybody in it.—A. F. S.

Short Subjects

The Rounder

M-G-M—20 Minutes

Jack Benny, Dorothy Sebastian, Polly Moran and George K. Arthur appear in this short, which had great possibilities but indifferent acting and directing have made it just ordinary filler. Gags are depended upon for the laughs, but Jack Benny is capable of much better work.

Benny climbs in a window of a house which he thinks is his own when he loses his key after a party. But it's the wrong house and he finds himself in the bedroom of the girl next door. The girl, Dorothy Sebastian, has had a fight with her lover and she'll marry the first man she sees. And Benny is right on the job. There are a number of wise cracks and a few good laughs, but the whole thing could have been better.—A. F. S.

The Village Smithy

M-G-M—10 Minutes

A Flip the Frog cartoon which is very funny, although patterned very much on the order of the Silly Symphonies. But it is capable of producing some good hearty laughs and is amusing. Concerns Flip's adventures in rescuing the girl from the villain.—A. F. S.

The Introduction of Mrs. Gibbs

Paramount—9 Minutes

Lulu McConnell in another of her continuous-talking comedies which gets over very well. Lulu visits her daughter's prospective mother-in-law, a very sedate individual who doesn't approve of wise-cracking and general behavior. It should please the majority. —S. F. D.

Girls Will Be Boys

Educational—20 Minutes

Charlotte Greenwood and Vernon Dent in a fairly amusing comedy. It doesn't register 100 per cent but there are spots that are funny. The lanky Charlotte trades places with her husband for a day, he to stay home with the house work while she follows her husband's profession, that of a piano mover. She has a tough time, as may be expected. Both hubby and wife end up in a hospital.—S.F.D.

ENID BENNETT TO RETURN TO SCREEN

Hollywood—Enid Bennett, popular leading woman of silent pictures until her retirement a few years ago, is coming back into talking pictures. She will appear in "Skippy," the Paramount version of Percy Crosby's book and cartoon series. Miss Bennett will play the role of Mrs. Skinner in the youthful comedy.

Wales' Next

Hollywood — A somewhat pretentious Western, "So This Is Arizona," is to be the next Wally Wales vehicle, and not "Range Rustlers" as previously announced. Preliminaries are under way and a technical staff is now scouting for locations. Big 4 is producing.

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

PAIR POWERS 6-B projectors with lamps and compensarcs; also two Pam 19 and two Webster six tube amplifiers. Bargains. B-353, Associated Publications. 2-10

BRAND NEW veneer and spring cushion chairs of finest quality. Buy now. Prices are ridiculously low. Backs and seats furnished for any make chairs. Mail us your samples. C. G. Demel, 845 South State St., Chicago, Ill. **2-10**

240 VENEER theatre chairs, 50 cents each. Davis Theatre, West Plains, Mo. 2-10

ANYTHING in guaranteed used equipment — at depression prices. Write your needs. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. 2-24

BUY LATEST sound-on-film equipment; eliminates head amplifiers, batteries and consequent troubles. Finest reproduction at low cost. Your present film equipment converted reasonable. Public Address Service Company, 2024½ Commerce, Dallas, Texas. 2-16

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. **tf**

WANTED—Racon horns, complete units; one sound screen. H. E. Rush, Berryville, Ark. 2-17

WANTED FOR CASH — Two good projectors with generators; also good sound equipment. B-355, Associated Publications. 2-10

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POPCORN

SOUTH AMERICAN Gold Nugget popcorn; 50-pound cans, $6.00; 100-pound bags, $11.00. Popping condition guaranteed. Douglas Company, Box D7631, Kansas City, Mo. 2-10

THEATRES FOR SALE

350-SEAT THEATRE, cement block building; own newspaper, 2,500 circulation; good sound; terms. Karolyn Theatre, New London, Ohio. 2-24

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 2-10

NEW THEATRE — 350 capacity; equipment; for sale cheap. Monta Poindexter, Everton. Mo, 2-24

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 2-10

HELP WANTED

SALESMEN to sell the only absolutely fool proof magazine fire protector on the market; prevents fire from entering the upper magazine of the projector; sells on demonstration. Write for open territory and demonstrator. Magazine Fire Protector Co., 103 North Rowan Ave., Los Angeles, Cal. tf

POSITIONS WANTED

ART MAN - PROJECTIONIST; married, reliable; any location considered. B-351, Associated Publications. 2-10

PROJECTIONIST—Five years; experienced on Western Electric and other sound equipments. State salary. References. Address Wayne Smith, 629 Burton Ave., Eureka, Ill. 2-17

PROJECTIONIST — Sound, wants position in middlewest. Roy L. Brewer, Granby, Mo. 2-10

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—
it will pay you to advertise
your needs in
The
CLEARING HOUSE

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

DOWSER MFG. CO.
691 Lincoln Place -:- Brooklyn. New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. .....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. .....1910 K St. N. W.

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

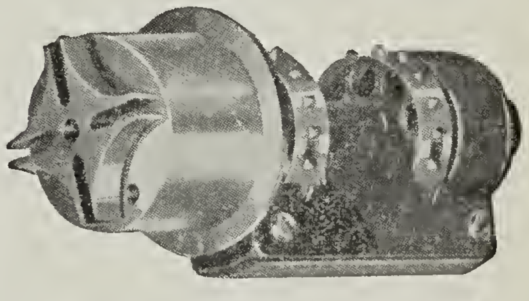
HEALTHFUL
KOOLER-AIRE
NATURE'S REFRIGERATION

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

N A N
FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.
MINUSA
SOUND SCREEN
For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Unbelievable But True!

A Genuine NEON SIGN for Only.... **$25.00**

YOUR
DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.
CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention

Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899
THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street
KANSAS CITY, MO.

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., FEBRUARY 17, 1931 Number 13

THE PACE *that* THRILLS!

Hit After Hit! Week After Week!

DANCE, FOOLS, DANCE Joan Crawford follows "Paid" with another wow!

REDUCING Typical of M-G-M's great box-office hits, Marie Dressler and Polly Moran, smashing even "Min and Bill" records.

INSPIRATION A Garbo picture means an event in the industry. Never more exquisite than now! "Inspiration" brings you Gorgeous Greta in a modern soul-drama with the physical thrill of "Romance."

NEW MOON Direct from its $2 Astor Theatre success, Lawrence Tibbett and Grace Moore pack 'em in at first pop. price engagements.

PARLOR, BEDROOM & BATH The funniest ever!

THE SOUTHERNER Hailed by preview audiences as the year's novelty hit. Tibbett in a new role. It's swell!

And watch for **THE LUCKY SEVEN** An amazing hit line-up! THE EASIEST WAY (Constance Bennett); Robert Montgomery in SHIPMATES and THE MAN IN POSSESSION; Adolphe Menjou in AMONG THE MARRIED and THE GREAT LOVER; THE LULLABY; STEPPING OUT.

METRO-GOLDWYN-MAYER

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

THE SOLUTION

TO THE PROBLEM
of POOR PICTURES

IS

GOOD PICTURES

Simple isn't it? But how is one to know what pictures are good and what pictures are bad until one plays them? The box-office supplies the answer. Let every exhibitor send in an accurate report of the pictures he plays and a guide is furnished that will go a long way in eliminating inferior productions. But the reports must be truthful and unbiased.

You can become a member of the

Better Pictures Club

Simply by filling in and mailing the report blank on this page. Additional blanks will be furnished you for subsequent reports. There are no dues in this club and but two requirements—one, that you report 100% on every picture you play every week, shorts as well as features; and, two, that your reports be truthful and free from prejudice.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________________ **Producer** ______________

Remarks: ______________________________

______________________ **Weather:** ______________

Title ______________________________

Star ______________________ **Producer** ______________

Remarks: ______________________________

______________________ **Weather:** ______________

City ______________________ **Theatre** ______________

Exhibitor ______________

HERE'S THE KEY THAT OPENS THE WAY TO BETTER PICTURES.

←

MAIL IT TODAY TO
MOVIE AGE
945 Andrus Bldg.
Minneapolis, Minn.

◆ ◆

MOVIE AGE

M. E. CUFFEL
Editor and Manager

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

BIG PLANS FOR "DIRIGIBLE" HERE

Ben Marcus, Columbia exchange manager in Minneapolis, is making big plans for the distribution of "Dirigible," the Columbia super-special which will have its initial Northwest showing at the RKO Orpheum some time in March.

Eagerness of Northwest distributors over this picture is attested by the large number of inquiries being received every day, according to Mr. Marcus. The picture was directed by Frank Capra, who performed a similar service for "Flight" and "Submarine" and its cast includes the stars of those big hits, Jack Holt and Frank Graves.

Both Publix and RKO are angling for the special Columbia release, "Ten Cents a Dance," starring Barbara Stanwyck, Mr. Marcus says. This picture is expected to prove a sensation in the territory.

"Charley's Aunt" is doing wonderful business for Columbia in the territory, Mr. Marcus reports. It drew larger erowds at the RKO Orpheum and Seventh Street Theatres in Minneapolis than any other Columbia picture ever played by those houses.

The Columbia product is now practically all set in the territory, Mr. Marcus says, only a few odds and ends remaining to be cleaned up. The exchange, he asserts, will have the biggest year in its history. It is far ahead of last year in business booked and played. Phil Dunas, western sales' manager, who visited Mr. Marcus last week, expressed himselt as highly optimistic over the outlook for Columbia this year.

DAN MICHALOVE HEADS W. B. HOUSES

New York—Dan Michalove has been appointed by Warner Bros. to take charge of all Warner theatres, succeeding Spyros Skouras, who recently resigned.

JOAN CRAWFORD IN "TORCH SONG"

Hollywood—After a six weeks' leave of absence, Joan Crawford, recently returned to the Metro-Goldwyn-Mayer studio, has begun work on her new starring film, "Torch Song."

KID MATINEES ON "SAWYER"

Publix theatres in Minneapolis are using "Tom Sawyer" to good advantage to augment their incomes. They are playing return engagements of the picture for special kiddie matinees. On Lincoln's birthday it was brought back to four houses, the Loring, Rialto, Empress and Arion, for special matinee showings. The Uptown, the leading Publix neighborhood house, has it for special Saturday morning children showings.

1931 Grosses So Far Ahead of Last Year

Business is holding up remarkably well for Minneapolis distributors and for exhibitors throughout the territory and signs of a depression are entirely lacking as far as the motion picture industry is concerned, the latest MOVIE AGE survey indicates.

Since the first of the year, grosses of Twin City houses have been running well ahead of the corresponding 1930 period. While the continued strength of the 1931 product is undoubtedly an important factor in the situation, the feeling in film circles is that business actually has turned the corner and will remain on the upgrade throughout the current year.

The total business done by Minneapolis loop showhouses last week was the largest in any one week in more than a year. Three theatres alone, the Minnesota, RKO Orpheum and Century, grossed close close to $75,000. "Little Caesar' at the Minnesota packed them in all week. With "Cimorron" as its attraction, the RKO Orpheum broke all previous house records. The Century played to an enormous gross with "Reducing" and is holding the picture over for a second week. "Cimarron" also continues an indefinite loop run, having been transferred to the Seventh Street Theatre where it will be presented at the same prices as at the Orpheum.

Patronage at the Minnesota, Orpheum and Century during the past six weeks has been reminiscent of the 1929 boom times. The State also has had several large weeks while the Lyric, too, is going along nicely.

Reports from out-of-town exhibitors are to the effect that there has been a decided improvement in business since the first of the year and the outlook is considered promising.

Practically every distributor asserts that his business so far this year is well ahead of the same period in 1930.

BOOK "DRACULA" FOR FEBRUARY 21

"Dracula," a new big Universal picture now being released in the territory, will go into the RKO Orpheum Theatre, Minneapolis, and the Palace Orpheum Theatre, St. Paul, the week of Feb. 21 for its first Twin City showing, it is announced by J. E. Garrison, Universal exchange manager in Minneapolis.

Mr. Garrison declares that "Dracula" is a "real special" and he predicts that it will be one of the big business getters of the year throughout the territory. The stage play, from which the picture was adapted, played two big weeks at the Mineapolis Metropolitan and another week at the Minneapolis Shubert Theatre.

Business for Universal is continuing very satisfactorily, according to Mr. Garrison. Among its pictures which are going over especially well are "The Cat Creeps" and "Resurrection." "Many a Slip," starring Louis Ayres, goes into the RKO Orpheum, Minneapolis, the week of Feb. 28, giving Universal two pictures in a row at that showhouse.

TERRY RAMSAYE WITH QUIGLEY

New York — Martin Quigley, publisher and editor-in-chief of the Quigley Publications, announces the appointment of Terry Ramsaye as editor of Motion Picture Herald.

"CIMARRON" BIG IN N. W. TERRITORY

"Cimarron" is going over bigger in the Northwest territory than any picture ever handled by RKO, it is reported by Mike Frisch, RKO branch manager in Minneapolis.

The picture is being booked for extra playing time everywhere, Mr. Frisch says. It is in greater demand than even the "Amos 'n Andy" picture, "Check and Double Check," at the height of the latter's popularity, according to Mr. Frisch. No less than 17 prints are now in circulation in the territory. At the RKO Orpheum, Minneapolis, last week, the picture broke the house record for receipts and attendance.

Mr. Frisch is also expecting big things of "Millie," which is playing at the RKO Orpheum Theatre, Minneapolis, this week. Stars of this picture are Helen Twelvetrees and Robert Ames. Those who have seen this picture agree that "it's every inch box-office."

Including "Cimarron," four RKO pictures have done so well at the RKO Orpheum Theatre, Minneapolis, recently that they immediately were transferred to the RKO Seventh Street Theatre for a second successive week in the loop at the same prices. The others were "Half Shot at Sunrise," "Hook, Line and Sinker" and "Check and Double Check."

Business for the exchange is the largest in its history, Mr. Frisch says.

Visitors

A number of out-of-town exhibitors were in evidence along Minneapolis film row last week. They included J. McDonald of the State Theatre, East Grand Forks; E. R. Schutte of the Savoy, New Prague; the Smith Brothers of the Orpheum Theatre, Menomonie, Wis., and Harry Simons of the State Theatre, Walker, Minn. All reported business as "picking up." They are hopeful over the near-term cutlook.

Finish Adaptation

New York—Mike Simmons and Arthur Hoerl have completed the adaptation of "First Aid," which will be released as a Thrill-O-Drama Production by Sono Art-World Wide. The story, from a magazine story by Simmons, is a gorification of the American ambulance interne and will be produced as a special.

Block Booking Attached at Allied States Convention

Myers Asks Exhibitors to Petition Senators on Copyright

Chicago—Block booking was attacked bitterly at the convention of independent exhibitors who gathered here last week for a discussion of problems. The meeting was sponsored by Allied States, and 531 delegates were present at the opening session. Abram Myers, Allied president, declared the present system of block booking was "double and triple block booking." He referred to the tying in of shorts and newsreels with features.

Myers opened the convention Tuesday afternoon with the statement: "This is no occasion to rake the dead ashes of the past—we are concerned here only with present and future." The huge gathering, which surpassed expectations, "touches the emotions," he declared.

Briefly outlining the problems confronting the convention, Myers stressed the music tax, the copyright taxes and block booking. He referred to the music tax as "an ancient enemy, and ancient bogey," and said that the very purpose of this tax has ceased to exist. "It remains today only as an exaction imposed on the theatre owner under the cover of a copyright law," he stated. "Extortion under any circumstances is terrible, but when it is practiced under the color of the law it is intolerable." Delegates were urged to appeal to their senators to support the Vestal Bill.

Characterizing protection as a "supremely important problem," Myers questioned the legality of the practice and declared that the recent West Coast decree laid down as a principle that arbitrary and discriminatory protection is illegal.

Denny Signed

Hollywood — Reginald Denny was last week signed on a new long term contract by Metro-Goldwyn-Mayer, as a result of his recent work for that organization.

Resting Up

New York—A. L. Selig, director of advertising and publicity for Tiffany, left for Florida February 16 for a two weeks' vacation.

New Chain

New York—A chain of reserved seat picture theatres, converted from legitimate houses, is being developed by Curtis Emery, theatrical man.

RETURN OF SILENTS DOUBTFUL

New York—Silent pictures will never return to any degree of importance, Charles Chaplin believes. He expressed the opinion here last week that a certain number will be made without dialogue, owing to the nature of their stories. The comedian, who is here for the premiere of his latest picture, "City Lights," said he may direct a talker, but would not appear in one.

THE CONVENTION AT A GLANCE

All of the mentioned items represent claims and demands of Allied States Association as shown by opinions rendered at the Chicago convention either as resolutions, verbatim copies of which have not as yet been made available.

* * *

One hundred thousand dollars was raised among those present to carry on the work.

* * *

War declared. No more round table conferences. Fight for existence, and for profits at present denied because of unsavory producer tactics.

* * *

Block booking must go. Too many punk pictures in the blocks to permit net profit on the good ones. If producers won't allow elimination clause, the fight must be carried to the Department of Justice, the U. S. legislature, and finally as a sort of referendum to the public via radio, newspapers, billboards, screens, etc., so exhibitors may get those pictures their patrons want. Support of Brookhart bill urged.

* * *

Protection, whether reasonable or otherwise, is unfair. "No protection beyond the closing date of the run" is the demand, and nothing short will satisfy the independents.

* * *

Salacious advertising condemned as driving away more patronage than it brings in. Request made that exhibitors be permitted to cancel any picture on which previous run (intimating first-run circuit houses) advertising too "hot."

* * *

The Vestal copyright bill must be amended so exhibitor will not have to pay tax on copyright stuff on which tax has already been paid by producer. Penalty for infringement to be reduced from $5,000 to $500 maximum.

* * *

Service and parts on sound systems too high. Costs should be investigated so as to arrive at more equitable charges. New types of equipment do not require the regular maintenance, account of improvements and greater simplicity.

* * *

"Trailer trust" must not be permitted, so cost can be reduced. Producers must allow excerpts of pictures to be used by all recognized trailer producers.

* * *

Previews were branded as being detrimental to independents and discriminatory in favor of producer-owned houses. Hurts the earning power of a picture on later runs.

* * *

Percentage checking decried as practiced at present. Each distributor should operate its own checking force, instead of centralized checking which permits of disseminating information about finances.

TIFFANY PLANS PRODUCT FOR "B" AND "C" HOUSES

New York—Between 12 and 15 pictures for Class A houses will be made by Tiffany, Richard A. Rowland, new Tiffany executive, announces. These pictures will be in addition to those with which the company intends to serve "B" and "C" theatres.

JOE BROWN GIVEN STAR'S CONTRACT

Hollywood—Warner Bros. has announced that Joe E. Brown has been elevated to stardom. The comedian's new contract with the producers specifically calls for his being starred in all pictures in which he appears.

Joe E. Brown has been extremely successful in pictures since he began his association with the Warners. Among the pictures in which he has been seen are "On With the Show," "Hold Everything," "Sit Tight," "Top Speed" and "Going Wild" in which he is now being seen at the Warner Theatre in New York. His next picture, the first under his new contract, will be "Broadminded."

CLIFF EDWARDS TO NEW CONTRACT

Hollywood—Cliff Edwards, better-known as Ukelele Ike, has been signed to a new long-term contract by Metro-Goldwyn-Mayer. At the same time it was announced that Edwards, who first made his reputation as a singing, uke-strumming comedian in the Ziegfeld Follies, will play a part in "Shipmates," a forthcoming picture, featuring Robert Montgomery. At the present time, Edwards is playing in an M-G-M comedy, "Stepping Out," with Reginald Denny, Charlotte Greenwood and Lillian Bond. "Stepping Out" is being directed by Chuck Riesner.

10 YEARS AS OUR GANG DIRECTOR

Culver City—Our Gang finished "Bargain Days" to the tune of a brass band and a huge birthday cake. The occasion was Robert McGowan's tenth year with Our Gang and the Hal Roach Studio. Mr. McGowan has watched the gangsters come and go, breaking in new ones to replace those who grew up. Today there is none of the original gangsters left, although Farina holds the record, having been with this production unit nearly eight years. He started at the age of eighteen months. The rest of the gangsters' "time" ranges from six months to four years.

PICTURE BUSINESS

To be for twenty-five years with one firm in this business or any other is an achievement. To be at the helm of one firm for that length of time is a still greater achievement. And to be an industry leader for twenty-five years, consistent throughout the years, is, indeed, a most remarkable record. Yet one man in this industry has accomplished all three of those things. He is called "The Little Napoleon" of the motion picture industry and he has earned the plaudits that have been heaped upon him by independent exhibitors and by non-independents throughout this quarter century. You've already guessed who he is. But in case you haven't — the man is Carl Laemmle, or "Uncle Carl" as he is more affectionately known.

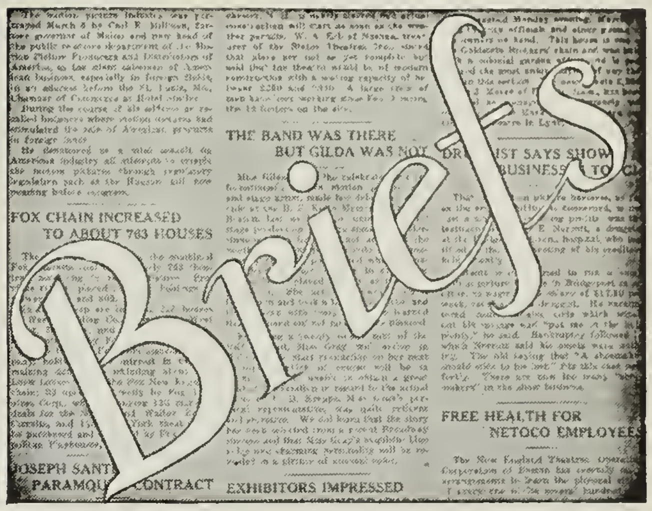
Mr. Laemmle has been a courageous leader—an aggressive pioneer—throughout his career in the motion picture business. His rise to the front rank has been a most colorful climb. Mr. Laemmle has done many things that have earned for him the admiration and respect not only of his fellow workers but of the entire industry — even his competitors. His victorious battle against the Patents Company is a memorable event that will never be forgotten. It was a history-maker to which may be credited much of this industry's rapid progress and its present-day rank as the world's fifth in size.

Many stars, directors and producers look to Carl Laemmle as the man who, directly and indirectly, gave them their start to fame and fortune. He has been responsible for the development of new talent, both in the acting and production fields, and can proudly point to a number of the most prominent celebrities of filmdom who at one time or another learned their first lessons in the picture business under the guiding hand of "Uncle Carl."

As a tribute to Mr. Laemmle we break a policy of this publication and publish his photograph on this editorial page.

Congratulations, Mr. Laemmle, on your twenty-fifth anniversary in this fast-moving, faster growing industry! And best wishes for many more years of success, health and your personal happiness!

Ben Shlyen



In its four weeks' run at the New York Strand, "Little Caesar" gave 202 showings and played to approximately 326,000 paid admissions. The house seats 2,858. At the Brooklyn Strand the picture played three weeks, giving 152 performances to about 240,000 paid admissions.

* * *

Chic Sale, the vaudeville and musical comedy star, will be starred by Louis Brock in a series of two-reelers for RKO release. March Sandrich will direct Sale.

* * *

Of the 11 two-reel comedies being released by Educational in February and March, all will stress action. This is in line with the recently announced plans of Mack Sennett, Al Christie and E. H. Allen to put more action in comedies.

* * *

Hiram S. Brown, president of RKO, is quoted in an A. P. Dispatch from the coast as saying that reports now coming in from January operations indicate that business will record nearly the normal seasonal increase. Attendance has increased especially in automobile and other manufacturing centers where large numbers of workers were returned to the payrolls last month. Brown says he looks for a generally satisfactory year.

* * *

Nearly one-third of Sono Art-World Wide current season product will be ready for distribution by March 1, Budd Rogers, director of sales, said. By that date, six of the 20 scheduled features will be available. Pictures completed are: "Just for a Song," "Damaged Love," "Symphony in Two Flats" and "Swanee River." "Air Police" is now in production. "Jaws of Hell" is also completed.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

“ QUOTES ”

JOE BRANDT
President, Columbia Pictures

"There are instances galore wherein a theatre owner dominating the local situation, takes the attitude that inasmuch as he has the only theatre in town, people must patronize his house if they want to see motion pictures. . . . If attendance is poor the picture takes the brunt and the distributing company is confronted with a demand for an adjustment."

"Cimarron" Heavy; Others Good

Minneapolis (week ending Feb. 13)—Business attained sensational proportions at loop theatres the past week. "Cimarron," at the RKO Orpheum, was a box office world-beater. It jammed the theatre at every performance and thousands were turned away. The first show started each day at 9:30 a. m., instead of the usual 12 noon, and even then the crowds could not be accommodated. The house record, previously held by "Check and Double Check," was broken. "Reducing" at the Century and "Little Caesar" at the Minnesota also played to immense grosses.

Aster—"Oh, for a Man" (Fox), Reginald Denny and Jeanette MacDonald. **Business:** Fair. **Summary:** A lightweight comedy about an opera singer who falls in love with a burglar. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

Century — Reducing (M-G-M), Marie Dressler and Polly Moran. **Business:** Big. **Summary:** Popular pair of funmakers scintillate in highly amusing comedy. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

Lyric — The Passion Flower (M-G-M), Kay Francis and Chas. Bickford. **Business:** Good. **Summary:** An interesting domestic drama in which a married woman appropriates the husband of her best friend. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

Minnesota—Little Caesar (First National), E. G. Robinson and Douglas Fairbanks, Jr. **Business:** Big. **Summary:** A fine characterization by Robinson in a thrilling gangster drama. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News, Cartoon Comedy, Stage Show.

RKO Orpheum — Cimarron (RKO), Richard Dix and Irene Dunne. **Business:** Enormous. **Summary:** A tremendous epic drama of the early settlers' days in Oklahoma; stirring and gripping drama. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville and Sound News.

RKO Seventh Street — The Royal Bed (RKO), Lowell Sherman and Mary Astor. **Business:** Light. **Summary:** The moderately diverting story of a king who acted as a matchmaker. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, Comedy, Screen Vaudeville.

State—Abraham Lincoln (United Artists), Walter Huston. **Business:** Light. **Summary:** Fine portrayal of Lincoln by Huston in this picturization of high lights in the career of the martyred president; a picture of every member of the family. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, Comedy, "Believe It or Not."

MILWAUKEE

(Week ending Feb. 6)

Alhambra—Cohens and Kellys in Africa (Universal), Chas. Murray, George Sidney. **Business:** Average. **Summary:** Continuing the adventures of the Jew and the Irishman in Africa, in a decidedly slapstick manner. **Entertainment Merits:** 80 per cent. **Short Subjects:** Universal Newsreel, comedy.

Majestic — Woman Who Was Forgotten (S. R.), Belle Bennett. **Business:** Fair. **Summary:** Weak picture with little appeal. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville and newsreel.

Garden—The Devil To Pay (U. A.), Ronald Colman and Loretta Young. **Business:** Good. **Summary:** A fine bit of acting on the part of Colman with a capable supporting cast and good picture. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; newsreel.

Strand — The Man Who Came Back (Fox), Janet Gaynor, Chas. Farrell. **Business:** Good (ended second its week). **Entertainment Merits:** 85 per cent. **Short Subjects:** "Sky Scrapers," comedy; novelty screen song; Fox Movietone News.

Palace-Orpheum — The Lash (First National), Richard Barthelmess, Mary Astor, Marion Nixon. **Business:** Fair. **Summary:** Barthelmess has had better roles although the picture is entertaining. **Entertainmnt Merits:** 85 per cent. **Short Subjects:** Benny Rubin in "Talking Turkey"; Aesop Fables, Pathe News.

Riverside — The Gorilla (First National), Lila Lee, Joe Frisco. **Business:** Average. **Summary:** A rather slapstick account of this mystery story. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville; Pathe News.

Wisconsin—Scandal Sheet (Paramount), George Bancroft, Kay Francis, Clive Brook. **Business:** Fair. **Summary:** The story of a "scandal sheet" editor told in an entertaining and forceful manner. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox Movietone News.

Milwaukee Notes

Jack Keegan, assistant to Bernard Depkin, Jr., general manager for Warner Bros.' Wisconsin theatres, has been transferred to manage the circuit's houses in Sandusky, Ohio. No assistant to Mr. Keegan in Milwaukee has as yet been named.

* * *

Articles of incorporation have been filed here by the Big 4 Film Corporation. Signers of the articles are J. Freuler, G. Orth and L. Walker.

* * *

A civic good will campaign is being staged by Warner Bros. houses in Wisconsin as a leading movement to the opening of Warner Bros.' new house in Milwaukee about April 1. The campaign is being observed during the month of February in all Warner Bros. theatres in the state. Full page co-operative newspaper advertisements have been promoted by the various house managers and every effort is being made to establish a feeling of community cooperation in the various cities.

COMEDY DRAMA IN TECHNICOLOR

New York — Technicolor, used principally heretofore in musical productions, is now to be employed for the first time in a comedy drama.

Announcement that Radio Pictures is to produce "Waiting at the Church" entirely in natural colors is heralded by Technicolor executives as marking another important advance in color films.

Mary Astor will be starred in "Waiting at the Church," which was adapted to the screen by Al Jackson and Barney Sarecky. Robert Ames will be Miss Astor's leading man.

For months Dr. Herbert T. Kalmus, president of the Technicolor corporation, has been urging producers to make a dramatic production in color. He hailed Radio's decision to produce a Technicolor comedy drama as a progressive step.

No Sale

Hollywood — Universal has no intention of selling the moving picture rights to "Strictly Dishonorable." This was made known in the most emphatic terms of Carl Laemmle, who has issued a statement in the form of a denial of rumors and printed assertions to the effect that Universal had been tempted by offers which had been made for its ownership of the Brock Pemberton theatrical property.

HOTEL
HARRISON
CHICAGO'S NEWEST
DOWNTOWN HOTEL
RUNNING ICE WATER
IN EVERY ROOM
$2.50 AND $3.00
WITH BATH
NO HIGHER
RADIO
IN EVERY
ROOM
NO
PARKING
WORRIES
DIRECT ENTRANCE
FROM HOTEL TO
GARAGE
HARRISON
GARAGE
HARRISON STREET JUST OFF
MICHIGAN BOULEVARD
CHICAGO

MAY TO BE SAM MORRIS MONTH

New York—The Sam E. Morris Month, which is commemorated yearly by Warner Bros.' sales forces, will take place during May. Announcement to this effect has been sent to all the Warner branches and the biggest sales drive in the history of the organization is expected to result.

Max Milder, eastern sales manager, is already in the field and will swing around the Eastern circuit in the interests of the Morris drive.

A. W. Smith, Jr., southern sales manager, is now on his way over the circuits of the South laying out plans for the success of the Morris Month. He will cover the whole of Dixie.

Gradwell Sears, western sales manager, will concentrate with the exchange forces in making the Sam E. Morris Month the biggest thing of its kind in the industry west of the Mississippi.

General direction of the drive from New York will be in the hands of Claude C. Ezell and Ned E. Depinet.

SELECT POWELL'S FIRST FOR W. B.

Hollywood—William Powell will make his first appearance under Warner Bros.' banner in "Heat Wave," the Roland Pertwee play which has been a success in England. Powell, who is now enjoying a vacation, will begin work on the picture on March 15. Alfred Green has been assigned to the directorship of the picture.

COLUMBIA PICKS UNKNOWN GIRL IN NEW FACE QUEST

New York—Preferring a theatrical career to one of social prominence, Loretta Sayers, Larchmont, N. Y., society deb. has signed a long-term contract with Columbia Pictures. She will appear in one of the company's outstanding productions.

With no previous stage or screen experience Miss Sayers was selected from hundreds of applicants who were given screen tests in Columbia's search for new faces. The quest, for which production executives came especially to New York from Hollywood, covered an unrestricted field and included applicants from the legitimate stage, vaudeville, model and non-professional ranks.

"MILLIONAIRE" FOR GEO. ARLISS

Hollywood — George Arliss's new starring picture, now in production at the Warner Brothers' studios on the West Coast, will be called "The Millionaire." It has previously borne the temporary title, "The Ruling Passion." Adapted from a story by Earl Derr Biggers, this production has dialogue from the pen of Booth Tarkington. John Adolfi is directing, and the supporting cast includes Florence Arliss, David Manners, Evalyn Knapp, Bramwell Fletcher, Noah Beery, Ivan Simpson, James Cagney, J. C. Nugent, Sam Hardy and Tully Marshall.

Industry Honors Carl Laemmle on Jubilee

The film industry starts this week the celebration of Carl Laemmle's Silver Jubilee in motion pictures. Newsreels are carrying views of the presentation of a scroll to Mr. Laemmle by Will H. Hays in a ceremony recently held at Universal City.

The Pathe, Fox, Paramount and Universal Newsreels all carry scenes of this interesting event in their issues.

Mr. Hays is shown making the presentation speech. The beautifully endorsed scroll carries the congratulations of two hundred and forty-nine present-day leaders in the industry.

Assisting in the ceremony were Mary Pickford, one of Laemmle's first stars; Irving Thalberg, who owes his opportunity in pictures to Mr. Laemmle; Cecil B. DeMille, Will Rogers, Professor Albert Einstein, Louis B. Mayer, Al Christie, Laemmle's first comedy producer, and many other celebrities.

This tribute from the entire industry starts a month of celebrations on the Laemmle Silver Jubilee—his twenty-fifth year in motion pictures. It was on February 24, 1906, that he opened his first theatre—the White Front—in Chicago, and started his remarkable career in the screen world. Of all the men who were prominent in the industry twenty-five years ago, Laemmle is the only one who is today actively in charge of the company which he established.

MGM *Announces New "Lucky Seven" Group*

New York — Metro-Goldwyn-Mayer has announced seven new productions to be definitely added to the 1931 production list. These pictures will be known as the "lucky seven" group. Some of them are already under way and the others are likely to be placed in production within the next few weeks.

The "lucky seven" group of pictures comprises the following productions:

"The Easiest Way," starring Constance Bennett, based on Eugene Walters' popular stage drama of the same name with Robert Montgomery in the principal masculine role, Jack Conway directing.

"The Great Lover," an adaptation of the Leo Dietrichstein stage success of the same name, with Adolphe Menjou in the leading role.

"Lullaby," the play by Edward Knoblock in which Florence Reed was starred on Broadway.

"Stepping Out," an adaptation of the play by Elmer Harris. Lillian Bond, promising young newcomer in an important role.

"Among the Married," from the long-run stage comedy by Vincent Lawrence with a special cast headed by Leila Hyams, Norman Foster, Mary Duncan and Adolphe Menjou.

"The Man in Possession," picturization of this season's Broadway stage hit with Robert Montgomery a likely selection for the male lead.

"Shipmates," also with Robert Montgomery, to be made like "The Flying Fleet" in cooperation with the United States navy.

Six of these seven properties, it will be noted, are adaptations of outstanding stage successes.

VAN DYKE TO GO TO SOUTH SEAS

Hollywood — W. S. Van Dyke, famous director of "Trader Horn," whose "White Shadows" and "The Pagan" made screen history, is now making final preparations to return to a South Sea locale.

Van Dyke's next assignment will be the direction of "Never the Twain Shall Meet," Peter B. Kyne's celebrated romance of the South Seas, and the battle of a woman from the tropics to gain a foothold in civilization.

Van Dyke, who perhaps holds the record as a traveler to film screen dramas, has been twice to the South Seas, and traveled through miles of the African jungles to film "Trader Horn." He has filmed screen romances in Alaska and other far spots of the world.

Metro-Goldwyn-Mayer will give the new picture an elaborate production, with a notable cast soon to be chosen. The picture was made a number of years ago as a silent at the M-G-M studios with Anita Stewart. Its locale is San Francisco and the wilds of the South Seas.

REX BELL SIGNED FOR PATHE COMEDY

Hollywood—Rex Bell, erstwhile cowboy star, has laid aside his sombrero and chaps to try his hand at bedroom farce. He has just been signed by Pathe to play a leading role in "Disappearing Enemies," a two-reel comedy directed by Wallace Fox.

Having won his screen spurs as a cowboy in former Buck Jones' productions, followed by stellar work in a series of. Fox westerns, Rex Bell exhibited his histrionic versatility not so very long ago by playing a featured role in "Lightnin'."

SCREEN'S PRIZE PRIZE-FIGHTER

Hollywood — Kane Richmond seems destined to remain a prize-fighter on the screen. Upon completing the leading role in "The Leather Pusher" series at Universal, Pathe signed him for the role of a college boxer in "Campus Champs," a two-reel pugilistic comedy directed by Fred Guiol. Richmond plays the son of Nat Carr, who is seen in his inimitable characterization of "Ginsberg, the Tailor," the role he originated in Pathe's "Two Plus Fours."

M-G-M BEGINS "STEPPING OUT"

Hollywood — "Stepping Out," adaptation of Elmer Harris' long-run Broadway stage comedy, has gone into production on the Metro-Goldwyn-Mayer lot with Chas. Riesner directing.

JOHN GILBERT IN "CHERI - BIBI"

Hollywood—"Cheri-Bibi," adaptation of the prize-winning French adventure story of the same name, will be John Gilbert's new starring vehicle, according to announcement made last week at the Metro-Goldwyn-Mayer studio. John Robertson will direct.

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP
AND PICTURE SELLING
METHODS OF EXHIBITORS

Unusual Exploitation Used on 'Trader Horn'

A "NATURAL" in the publicity realm was achieved by Fox West Coast's exploitation department in its promotional work for "Trader Horn" at Grauman's Chinese Theatre, with the staging of the "Trader Horn Evening Express Opportunity Contest." This contest, carried by the Express and Radio KNX, involved daily placing of approximately four columns of publicity for the contest and picture in news space, and a consistent plugging of both contest and film over the air.

Everybody concerned in the contest presentation was a winner; West Coast won the valuable space allowance, the news sheet gained a point of concentrated reader interest, the prize donors obtained extensive air program and news column mention, and winning contestants were set for splitting a valuable prize collection.

The daily news column material supporting the contest was an obvious boost for the competition, and a trifle more subtle one for the picture. Mention of the merchants supplying prizes was also made through this agency as well as over the air programs. The radio broadcast consisted of African-motifed musical selections, announcer bolstering for the contest and picture, and presentation of personalities from "Trader Horn."

The contest phase of the "Trader Horn" publicity campaign was such that it is suitable for use even when the picture is released to the regular program houses, although the scale of presentation must necessarily be reduced. Plans are under way for tie-ups of the picture and contest with schools are an educational idea when the feature terminates its run at the Hollywood house . . . the combination forming material for such exploitation.

FASHION TIE-UP EXPLOITS "PAID"

M. A. MALANEY, manager of the Loew's Allen Theatre, Cleveland, O., included a novel tie-up in the exploitation campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production "Paid."

Malaney arranged this tie-up with the Bedell Company, a ladies' apparel store, situated in the heart of the business district, whereby he photographed one of their models in one of their charming gowns. Joan Crawford's head was super-imposed to this photograph which was enlarged to life-size, giving it the appearance of Joan Crawford wearing the gown. This photograph was displayed in a beautiful frame with the gown placed in front of it. Window cards announced Joan Crawford's appearance in "Paid" at the Loew's Allen Theatre, and two other smart frocks were used to make the display more attractive.

BIG TIE-UP FOR "KISMET" IN OHIO

PICTURE fans in Ohio are being prepared for the showing of "Kismet" throughout the state by a campaign instituted by the educational division of the Cleveland Public Library. The library officials feeling that the picture in which Otis Skinner is the star lends itself to the reading of a number of books, which it has tabulated, is now sending displays of book jackets of the novelization of "Kismet," still is showing scenes from the picture, and other material to all the school, county and branch libraries in the state. These displays will fit in with the bookings of the picture. The educational tie-up with "Kismet" is the most comprehensive one undertaken by the Cleveland Public Library.

CONTEST HELPS "PASSION FLOWER"

A VERY novel contest was the basis of the extensive exploitation campaign used by Al Gonsior, manager of the Virginia Theatre, Champaign, Ill., to help succeed in his showing of "Passion Flower." He was assisted by an M-G-M exploiteer.

In a vacant store adjacent to the theatre, Gonsior arranged for a large cut-out display of the two feminine players in "Passion Flower," and used it as a contest with free tickets offered as prizes.

The two windows and the glass door of the store were covered with a whitener with small space allowed as peep-holes. The cut-out was made up of two large heads of each of the players and copy reading: "These two players, Kay Johnson and Kay Francis, have important roles in Kathleen Norris' 'The Passion Flower' coming to the Virginia Theatre. Each is loved by the same man although of distinct types. One is blonde, one is brunette; tell us which type captures your fancy and why. Drop your replies in a box placed in the lobby of the theatre and you may be chosen as one of the winners of fifty pairs of tickets to see this gripping story as portrayed by these beautiful women."

RADIO EXPLOITS "MIN AND BILL"

MR. WEINSCHIENK, manager of the Majestic Theatre, La Salle, Ill., included an interesting radio tie-up in the exploitation campaign he used to help put over his showing of "Min and Bill."

Weinschienk arranged with Radio Station WJBC, owned and operated by the La Salle Furniture Co., whereby it broadcasted an announcement daily, inviting its listeners to send their names to Marie Dressler, in care of the station, and each day ten names would be chosen to be the guests of WJBC to see those popular players, Wallace Beery and Marie Dressler in their latest picture at the Majestic Theatre.

Weinschienk also arranged with the Mirror Hosiery Shop to use a series of fashion stills of Dorothy Jordan, who plays a featured role in "Min and Bill," for a window of jackets, scarfs, and hosiery. The stills were attractively mounted on small frames which carried the picture title and playdates.

Three Big Tie-Ups For "Lonely Wives"

Twenty thousand drug stores, 5,000 chain stores, 3,300 Underwood typewriter dealers, fifty radio stations and a national cooperative advertising campaign in the Ladies' Home Journal, Woman's Home Companion and the film fan publications, will render sales' aid in behalf of Pathe's feature farce, "Lonely Wives," through tie-ups with John H. Woodbury, Inc., the Underwood Typewriter Company and the Jo-Cur Laboratories.

The Woodbury tie-up calls for this manufacturer of well-known toilet preparations to distribute attractive window display material to drug and department stores and beauty parlors from coast to coast. Laura LaPlante of the "Lonely Wives" cast will be featured in displays and also in the series of advertisements to be published in the Ladies' Home Journal, Woman's Home Companion, McCall's and the leading motion picture fan magazines.

The Underwood tie-up centers around the use of Patsy Ruth Miller of a portable machine. Underwood dealers will cooperate with exhibitors during local play dates in giving special window displays to the production. This concern has a large force of distributors including its thirty-five main branch offices, 235 sub-branches and 3,300 dealers throughout the country, all located in desirable spots in their respective cities and towns.

The Jo-Cur tie-up calls for window displays consisting of special cut-outs and posters, local sales stunts as well as mentions in connection with the company's radio broadcasting programs over fifty stations. Among the publications which will carry Jo-Cur ads tying up with "Lonely Wives" are the New Movie, the Home Magazine, True Story, Screenland, Illustrated Love, Silver Screen, Modern Screen, Film, Screen Romances and the American Weekly.

THE TREND OF THE TIMES

By DAVID LAWRENCE

Published in the Motion Picture Industry
Only by Associated Publications, Inc.

CURRENT conversation on the depression reveals a notable emphasis on morale. The country can go from the dismal depths of December into the gentle heights of January and feel that it has made material progress. Contemporaneously, some unfavorable developments can appear on the horizon and when the markets show a rugged resistance thereto, we are made to feel that somehow the worst has passed.

What we are lacking, indeed, is a yardstick. Or perhaps it ought to be called a perspective. The difficulty is that most of us have not been through an experience similar to the present depression and we are, therefore, expecting a return of "normal business" with every confidence that what has been in the past will be once more. The wiser heads tell us that while we may properly become sanguine about the future in due time, we need not be disappointed if the next era is an entirely different one from that which preceded it.

Business men in 1931 already are altering their methods and rearranging their affairs so that new sources of revenue may be found.

Basically, the year 1930 saw what may be termed a reckless curtailment of expenditure. The term "reckless" is used advisedly because some of the larger corporations of the country became so panicky over the importance of other years that they thought the way to accomplish that result was merely to cut down one side of the operation. They forgot that much of the expense built up in boom time was based upon the sound theory that in order to make money, business has to expend money.

There is no doubt that considerable waste and extravagance has prevailed and is more likely to become extensive in times of prosperity than in times of depression. But judging by the way some of the major industries reacted to the drop in business during 1930, one would have thought that the entire sales mechanism was founded on a false premise in the first instance.

What has happened recently is that as business has regained confidence in itself, there is a natural return to the expenditures which previously proved productive. Certain products cannot be sold except by personal selling. Other goods can only be distributed as a result of carefully planned appeals to the public. It is significant that several companies have a better year in 1930 than in 1929. These concerns are going forward confidently. Evidently, not a few companies which had no reason to curtail operations except an intuitive fear of catastrophe that never materialized now recognize the time spent in hesitation was expensive, indeed.

Caution is, after all, a virtue which can never be denied. But there is on the other hand another business attribute which so often spells success in modern business. It is the faculty of knowing when a sound economic basis for the distribution of a product has been reached and pushing ahead with all possible force for sales so long as the response is at all commensurate with the outlay.

Most significant in recent developments has been the continued stabilization of several factors which were more or less unsteady in the latter part of last year. Thus, the credit situation has improved substantially and the industrial companies which needed refinancing are finding a better market for their securities. Some of the larger issues of securities or bonds reveal how the bigger corporations managed their expansion programs during 1930. Apparently, large bank loans were made which are now being paid off with the proceeds of bond issues. Thus we see how important it was to provide a good bond market in the early part of 1931.

While here and there, the aftermath of 1930 is giving considerable concern, individuals as well as businesses have now settled down to a long, steady pull. The idea that good business would come in through the window or through the door without any effort being made to get it has apparently been erased from the minds of many business executives who thought that normalcy was inevitable as a matter of course and that sufficient momentum had been achieved in 1929 and the early part of 1930 to ride along constantly on the crest of previous sales effort.

Today's sales are being sought with more intelligence, with more power, and with more carefully planned expenditure than at any time since pre-war days. Competition is keen in many lines and this has only challenged the ingenuity of American business the more insistently. We have witnessed in recent weeks an interesting series of sales efforts by some of the largest publications in the country which have refuted what appeared to be an excess of hesitation. The reminders that it is just as easy to go in one extreme as in another during a depression have been forcefully portrayed in large advertisements before the business public.

The significance of this drive which is all a part of the psychology of depression will not soon be lost on the American business man. For whatever may be the arguments in the executive committees and the boards of directors about the pulling power of advertising as a sales force, the fact remains that appropriations have been gradually cut down ever since the beginning of the depression. Publications which have always had faith in the value of advertising as a means of selling products were not very quick to realize how much slashing of advertising appropriations was going on until the latter part of 1930. Then they began to issue their warnings. They brought forth tables to show that during the 1921 depression the companies which kept up their advertising appropriations came out of the storm with many more assets than their competitors.

Looking ahead into the early months of 1931, we find that most of our business men have come to the conclusion that the world, after all, is not going to come to and end and that if 3 per cent of our people are unemployed, attention must be given to the needs and wants of the 97 per cent who are employed and who have money to spend. The situation, of course, is far from clear and the business world has about adjusted itself to the belief that it may take two or three years before anything approaching 1929 in earnings will be experienced. But there were many good years even before 1929 and many a business executive will be happy if he can approximate the returns of 1927 or even 1928. The process of recovery is proceeding. Much of it is painful and most of the reorganization has yet to be done. But the difference between the first quarter of 1931 and the last quarter of 1930 is a difference in underlying feeling. American business has risen to the emergency with a determination to find a way to rebuild and reconstruct on a firmer foundation.

KINE-QUIPMENT

NEW DEVELOPMENTS
IN
THEATRE EQUIPMENT

◆

Eastman Develops New Type Picture Film

Hollywood—A new type of motion picture film, about three times as "fast" as that previously in use, was announced last week by the Eastman Kodak Company to a group of leading cameramen and laboratory technicians. The new film is expected to work marked changes in studio technique, by permitting greater freedom in making sound pictures and by cutting down the necessary amount of lighting, thus reducing heat, glare, and cost.

The faster film is described by motion picture engineers here as the greatest advance in motion picture materials since the introduction of panchromatic film eighteen years ago. The motion picture industry, subsequent to that development, went over almost entirely to panchromatic film, which, in monochrome, portrays colors in their proper tonal relation to each other instead of with distorted values.

The new type of film was announced as possessing increased panchromatic qualities in addition to its greatly increased "speed." Increased speed, in cinematographic terminology, means simply the ability to expose a photographic image with less light.

Since the advent of sound in motion pictures three years ago, the Eastman Kodak Research Laboratories have experimented in the direction of developing a film to meet present conditions in the sound studios, where the substitution of incandescent lighting for electric arcs presented a new photo-chemical problem.

The panchromatic film heretofore in use was developed for exposure with arc lighting. When the change to incandescent illumination swept over Hollywood, the film was adapted to the new conditions so far as that was then possible. The new type of film, on the other hand, was specially made for use with the "inkies," as Hollywood calls incandescent lights, and has a sensitivity to red and green hitherto undreamed of. Incandescent light contains a higher proportion of red than does the light from arcs.

The increased speed and extraordinary color sensitivity of the new film are expected to be of particular usefulness in natural color photography, where the great concentration of light hitherto necessary has been a drawback.

Another practical advantage claimed for the supersensitive film by Eastman representatives here is an increase in the possible "depth of focus" in sound film photography. The use of incandescent lighting made desirable the wider opening of lens diaphragms to let additional light into the cameras. This, in turn, by a law of optics, greatly diminished the range within which the actors could move and yet remain in focus. When sound came to the movies, depth of focus became of increasing importance because it is irritating to audiences to hear a clear voice coming from an out-of-focus actor.

With the greatly increased speed of the new film, it will henceforth be possible to "stop down" lenses, increasing the depth of focus and thus permitting greater latitude to directors in moving their actors about before the camera. The characters will no longer have to remain in a narrow plane at a fixed distance from the lens under penalty of blurring into the background or becoming fuzzy in the foreground.

An alternative advantage of the new type of film is the possibility of reducing the amount of light to one-half or one-third the present quantity necessary for sound picture cinematography. In practice, it is expected that the studios will compromise between the maximum reduction of lighting and the maximum gain in depth of focus, taking partial advantage of both benefits offered by the new type of material.

A further characteristic of supersensitive panchromatic film is the greater ability it will give newsreel cameramen to make pictures under difficult conditions, both at night and in daylight insufficient to make clear pictures on film of the speeds previously in use. Prize fight pictures, taken under incandescent light, will be better, and previously impossible indoor action scenes like hockey games and basketball games will become possible. Successful motion pictures of action on a theatre stage, photographed from the balcony, were made during the tests that preceded announcement of the film—a feat considered difficult.

Decided "development latitude," minimizing the danger of making film "chalky" or "over-contrasty" in processing, is cited as an additional quality of the new film.

The sensitive "emulsion" of the new film is very closely related to one prepared for astronomical photography, as well as to super-speed panchromatic plates put into use by newspaper photographers during the past few months for action photography under artificial lights. This fact was revealed by Dr. C. E. Kenneth Mees, director of the Eastman Kodak Company in charge of Research and Development. Astronomers, it has been learned, used the new emulsion recently in making observations seeking to discover whether there is water in the atmosphere of Mars.

The necessary time for exposing plates in the spectroscope was reduced from ten hours to four in the observations in question. This appreciable speeding up of the exposure time is naturally of great value to astronomy.

LOW VOLTAGE NEON FOR INDOOR USE

Practical application of rare gas tubes, commonly known as neon tubes and available in white light or any color tone including daylight that will operate on standard 110-120 volt electric current, has been announced by Leroy P. Sawyer, vice-president of Claude Neon Lights, Inc. These low voltage units are said to have attained a luminosity as high as 2,000 lumens per foot, compared with 60 to 132 lumens per foot for high voltage luminous tubes. The gaseous tubes are applicable to commercial, industrial and special residential lighting. Special high-powered units of greater intensity have been developed for industrial lighting.

The light at the source is of equal intensity throughout the entire length of the tube, it is claimed, radiating an even light on the objects in the room. With the new tubes the light is distributed evenly without the aid of heavy diffusing glass, and it is possible to look directly into exposed tubes for several minutes and turn immediately to read fine print without undue eye strain.

On the value of low voltage illumination, Sawyer said: "This new development is destined to play a revolutionizing part in the electric illumination of the future. It is apparently the most important development of its kind since the advent of the present tungsten filament lamp."

SHALLOW HORN FOR CLOSE QUARTERS

A shallow horn, for theatre use where the space between the screen and the back wall of the stage is not sufficient to accommodate the regularly adopted W. E. 15 type horn, is being put out by Western Electric. The new horn, it is said, attains its small depth of 26 inches by two major designed features. While maintaining the same mouth area possessed by the 15-A, the opening of the new horn, which is known as the 16 type, is made oblong, 44 by 60 inches, and the air column is divided into two equal branches a short distance back of the mouth. As a result the divided air columns are much narrower and may thus be curved around shorter radii.

The two halves of the horns are curved in opposite directions around a 90 degree bend starting 14 inches back from the mouth, and then after running straight for a short distance, make a 180 degree bend at right angles. The rate of taper for each half remains the same as in the 15-A air column, but the cross-sectional areas at equal distance from the mouth are only half as large.

These smaller areas permit the sharper bends without detriment, it is said.

DESIGN EQUIPMENT FOR EACH THEATRE BOOTH

Universal Talking Picture Amplification, Inc., of Philadelphia, has entered the motion picture field with a sound-on-film equipment and making its debut in a unique manner.

Engineers of the company, it is said, will make complete surveys and specially design the sound equipment for each individual theatre. There are no standard installations for all types of theatres. The type of horns and the type of amplifiers are individually designed for the requirements of each particular case.

Recent installations have been made in several Philadelphia and New Jersey theatres and reports state that the specifically designed sound equipment for each theatre has proven highly successful.

The new system is said to have a patented remote control enabling the theatre manager to blend the sound from the floor of the house.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

◆

PICTURE OF THE WEEK

Parlor, Bedroom and Bath

M-G-M—70 Minutes

Cast: Buster Keaton, Reginald Denny, Charlotte Greenwood, Cliff Edwards, Dorothy Christy, Joan Peers, Sally Eilers, Natalie Moorhead, Edward Brophy, Walter Merrill, Sidney Bracy. Directed by Edward Sedgwick.

One of the funniest pictures made by Keaton or by anybody else. It has a cast of prominent players, some of whom are first-string stars. And Keaton hits his peak. From start to finish there are laughs, hardly a letup. When previewed recently the audience went wild.

Buster is a mild and bashful billposter who becomes wealthy and the story traces his change from the bashful type to the opposite manner.

Charlotte Greenwood, the tall, lanky and comical personage of the musical stage, gives excellent support. Real comedy.—S. F. D.

Oswald in College

Universal—10 Minutes

Pleasing cartoon featuring "the lucky rabbit." Oswald is a soda boy while in college and draws out some laughs with his antics at the fountain. Then he enters in a cross-country race, which he wins after stealing the wooden leg of a bear who was his closest rival and using the artificial limb as a pogo stick. Bright little filler which should dress up any program.

Zuyder Zee

Pathe—10 Minutes

Tom Terris, the vagabond director, takes his audience to Holland where he gives an insight on that little country. It is interesting throughout and should please.—R. G.

Seas Beneath

Fox—97 Minutes

Cast: George O'Brien, Marion Lessing, Mona Maris, Walter C. Kelly, Walter McGrail, Larry Kent, Gaylord Pendleton, John Loder, Henry Victor, Ferdinand Schumann-Heink. Directed by John Ford.

This picture has several exciting moments and a few interesting sequences, but John Ford has given better treatment to other stories. It is a naval narrative dealing with the war and concerns spies and submarines. George O'Brien delivers a good performance, as does Marion Lessing, but both are capable of better work. There is some photography work in this picture which has been exceptionally well handled.

Marion is the German spy and her brother is the commander of the German submarine. O'Brien is the American naval officer who falls for the spy but never wins her as she is taken away to a German prison camp at the climax.

The cast has been well selected and the dialogue is good. In fact, the whole picture has entertainment but is made slightly dull by the unnecessary length and several slow sequences. Comedy and songs help considerably.—S.F.D.

The Pest

Paramount—17 Minutes

Tom Howard in another good comedy. Perhaps not quite as funny as "The Spy" and "The Holdup," yet it has some comical moments and should register okay with the majority. It shows a couple trying to sell a car. Howard, a neighbor, comes into the garage and points out the faults of the car to the prospective purchaser. who is convinced the car is N. G. The hopeful seller then uses a shotgun to bump off Howard.—G.

Correction

Hollywood — Crossed wires, or the heat of the "Cimarron" campaign, or what-have-you was responsible for the issue of a statement by Radio Pictures that "The Lady Refuses" was to be done in 100 per cent technicolor. It's "Waiting at the Church" which is to be 100 per cent technicolor; which, according to Radio Pictures, is as it should be with Mary Astor, playing the lead. Joseph Cawthorn and Kitty Kelly are in the cast. Mel Brown is directing and Carey Wilson has just been assigned the job of doing the dialogue.

Finn and Hattie

Paramount—82 Minutes

Cast: Leon Errol, Zasu Pitts, Mitzi Green, Lilyan Tashman, Jackie Searl, Regis Toomey, Mack Swain, Harry Beresford, Sid Saylor, Louise Mackintosh, Ethel Sutherland, Eddie Dunn. Directed by Norman Taurog and Norman McLeod.

Here is a story by Donald Ogden Stewart which is really funny. It is entertainment plus and should register with those who don't take their pictures too seriously. The kids are going to like it because it has two talented youngsters, Mitzi Green and Jackie Searl, who get over in a big way.

Leon Errol has a part which fits him like the proverbial glove, while Zasu Pitts is very good as Errol's wife. Lilyan Tashman and Regis Toomey, as a pair of crooks seeking the Errol bank roll, are well cast.

The story tells of a family going to Europe and the scrapes they get into on this side, on the boat and in Paris. Mitzi Green is the one who foils the crooks' plot and also the one who gets Errol out of his difficulties with Lilyan.

Put this down as a good comedy. It will please.—R. G.

RALPH GRAVES IN CRUZE SPECIAL

Hollywood—Ralph Graves is the latest addition to the cast being assembled by James Cruze for his next personally directed special, "Salvation Nell," for Tiffany release.

Graves is known for his splendid portrayals in "Submarine," "Ladies of Leisure," "Flight," and most recently "Dirigible."

Helen Chandler and Sally O'Neil are the other members of the cast, with many prominent screen players to be added.

This is the fourth James Cruze feature for Tiffany release. The first three were "She Got What She Wanted," "The Command Performance" and "Hell Bound."

REOCH EXECUTIVE VICE-PRES. OF RCA

New York—At a meeting of the board of directors of RCA Photophone, Inc., last week, Alexander E. Reoch was elected executive vice-president and Lawrence B. Morris was elected vice-president. Mr. Reoch, it was announced, now takes active charge of the affairs of RCA Photophone, Inc., here and abroad.

Kept Husbands

Radio—75 Minutes

Cast: Dorothy Mackaill, Joel McCrea, Robert McWade, Florence Roberts, Clara Kimball Young, Mary Carr, Lita Chevret, Ned Sparks, Bryant Washburn, Freeman Wood. Directed by Lloyd Bacon.

Two old-timers are in this picture—Bryant Washburn and Clara Kimball Young — both headliners of a few years ago. However, the picture belongs to Dorothy Mackaill and Joel McCrea, although the entire cast is a good one.

This story is about a girl who falls in love with a poor young chap who works for her father. She proposes to him and he accepts, although somewhat reluctantly. He soon finds himself a "kept husband," living off the girl and her father in a big home. This situation becomes revolting to him and after many attempts he breaks away and returns to his small home and mother.

The picture is not big but it is entertaining and Lloyd Bacon has handled its direction with care and good taste.—S.F.D.

CHAS. R. ROGERS PRODUCTION HEAD OF PATHE STUDIOS

Hollywood—Charles R. Rogers, generally regarded as one of the ablest showmen among Hollywood motion picture producers, will be the new executive production head of the reorganized Pathe studios.

He will be elected a vice-president of the new company, and will be in charge of all production.

For some months Rogers has been an independent producer releasing through Radio Pictures. His first picture, "Millie," is soon to be shown.

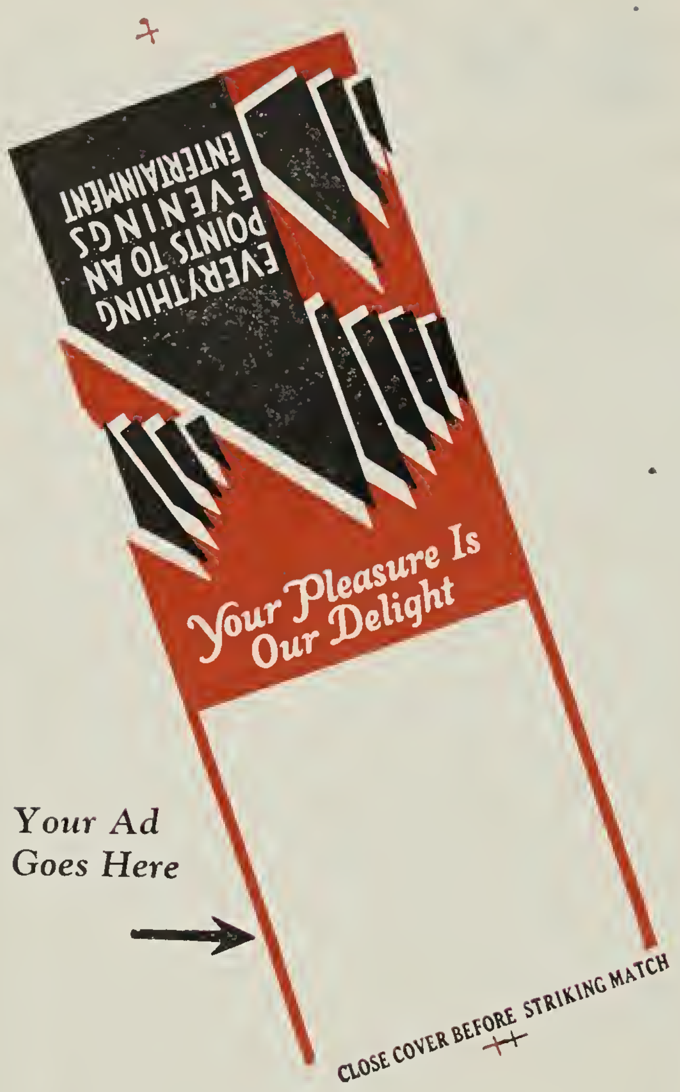
In his new post, Rogers will be associated with Lee Marcus, who will be president of the new Pathe company. Marcus will have offices in New York; Rogers will remain at the former Pathe studios in Culver City, California.

NEW TITLE FOR "APRON STRINGS"

Hollywood — Universal has announced a change in the title of "Apron Strings," the Dorrance Davis stage play, which is being directed for the talking screen by Vin Moore. Its new title is "Virtuous Husband." In the cast assembled for this special are J. C. and Elliott Nugent, Betty Compson, Jean Arthur and Allison Skipworth.

50,000 Ads For $10.00

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
CLOSE COVER BEFORE STRIKING MATCH

Your Ad
Goes Here

HERE Is The De Luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500	Books	$4.00	Per Thousand
5,000	"	3.80	" "
10,000	"	3.75	" "
25,000	"	3.50	" "
50,000 or over		3.25	" "

All shipments F. O. B. St. Louis, Mo.

The above illustration of cover design will indicate the appeal that these "Good Will" messengers will have when they have the imprint of your theatre printed in the front panel. The design is strictly futuristic and exceedingly attractive.

A Special Individual Design If You Prefer!

Many theatres are now using an individual book match design illustrating a picture of their theatre or special copy and colors. If you prefer your own design, we can supply same for you. The prices for individual designs are slightly higher but are reasonable, and unusually attractive designs can be created. We invite inquiries for these individual designs.

AN IDEAL PLAN FOR YOUR THEATRE!

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

And Every "LIGHT" Is An "AD" For You!

Here Is Genuine Good Will and Business Producing Publicity for Your Theatre---

An Added Service that both Men and Women Will Appreciate.

Here's **HOW** *to Distribute these Wonderful Good Will Builders!*

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "Light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Cost Less than the Cheapest Herald and Gives You Assured Publicity Value

Once you become a user of the De Luxe "Box Office" Book Matches you will be a permanent user because of the hit these book matches will make with your patrons and prospective patrons. Volume of business makes these special prices available to theatres.

Mail Your Order Today

Associated Publications, Inc.,
Glover Bldg.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ________________________________

Theatre ______________________________

Town _______________ State _____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Opposite Page.

Unbelievable But True!

A Genuine NEON SIGN for Only.... **$25.00**

YOUR
DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.

CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899

THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street
KANSAS CITY, MO.

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

TWO SIMPLEX machines, exhaust fan, veneer and folding chairs. Lyric Theatre, Salisbury, Mo. 2-17

ANYTHING in guaranteed used equipment — at depression prices. Write your needs. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. 2-24

BUY LATEST sound-on-film equipment; eliminates head amplifiers, batteries and consequent troubles. Finest reproduction at ment converted reasonable. Public low cost. Your present film equip-Address Service Company, 2024½ Commerce, Dallas, Texas. 2-16

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. **tf**

WANTED—Racon horns, complete units; one sound screen. H. E. Rush, Berryville, Ark. 2-17

WANTED—Am in the market for two Simplex machines. State least cash price. B-356, Associated Publications. 2-17

THEATRES FOR SALE

350-SEAT THEATRE, cement block building; own newspaper, 2,500 circulation; good sound; terms. Karolyn Theatre, New London, Ohio. 2-24

NEW THEATRE — 350 capacity; equipment; for sale cheap. Monta Poindexter, Everton. Mo, 2-24

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

SLIDES

ALL KINDS of slides for sale. William Holzberg, 935 De Kalb Ave., Brooklyn, N. Y. 2-17

HELP WANTED

THEATRE ARTIST — Good letterer-cutout man. Must have good display and poster experience. Excellent opportunity. Write details. B-357, Associated Publications. 2-17

SALESMEN to sell the only absolutely fool proof magazine fire protector on the market; prevents fire from entering the upper magazine of the projector; sells on demonstration. Write for open territory and demonstrator. Magazine Fire Protector Co., 103 North Rowan Ave., Los Angeles, Cal. tf

POSITIONS WANTED

PROJECTIONIST—Five years; experienced on Western Electric and other sound equipments. State salary. References. Address Wayne Smith, 629 Burton Ave., Eureka, Ill. 2-17

PROJECTIONIST — Sound, wants position in middlewest. Roy L. Brewer, Granby, Mo. 2-17

OPERATOR — Sound, wants job; willing worker; will devote time to manager's interest; reference. H. Garrett, Trumann, Ark. 2-17

PROJECTIONIST—Experienced on sound; able to repair own machines; references furnished. Harvey Lozeau, 18 Apple St., Lowell, Mass. 2-17

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POPCORN

SOUTH AMERICAN Gold Nugget popcorn; 50-pound cans, $6.50; 100-pound bags, $12.00. Popping condition guaranteed. Douglas Company, Box D7631, Kansas City, Mo. 3-10

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want—
it will pay you to advertise your needs in
The
CLEARING HOUSE

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS

HEALTHFUL

KOOLER-AIRE

NATURE'S REFRIGERATION

for houses with sound equipment
the talking trailer and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

DOWSER MFG. CO.
691 Lincoln Place -:- Brooklyn. New York

N A N
FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

RCA PHOTOPHONE

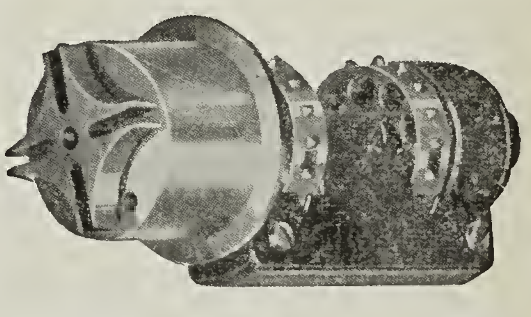
NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ....1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ....261 North Broad St.
Pittsburgh, Pa. ....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. ......1910 K St. N. W.

Ask any reliable Independent dealer.
MINUSA
SOUND SCREEN
For Steady Patronage

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."

SOUND PICTURES
AND
TROUBLE SHOOTERS MANUAL
PRICE 7 50/100
1930
CAMERON PUBLISHING CO.
S
PI

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel

("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox

(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid·

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., Kansas City, Mo.

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., FEBRUARY 24, 1931 Number 14

THE PRIVATE LIFE OF AN M-G-M SHORT SUBJECT!

Hal Roach's spotlight stealers! The funniest pair in picturedom—they're better than ever, and when they're on the bill *watch the gross grow!* "Laurel-Hardy Murder Case," "Another Fine Mess," "The Chiselers"—they're all great!

It's interesting to watch an M-G-M short subject in action! Very often the little fellows on the bill wallop the big fellows on the bill. Read the news clipping below and you'll get the idea.

LAUREL-HARDY for instance—

NEWS ITEM FROM DES MOINES TRIBUNE, FEB. 2, 1931: "Messrs. Stanley Laurel and Oliver Hardy, slapstick comedians de luxe, appearing in their farce 'The Laurel-Hardy Murder Case' 'steal' the program at the Des Moines Theatre from (*not an M-G-M feature*)________billed as the feature attraction."

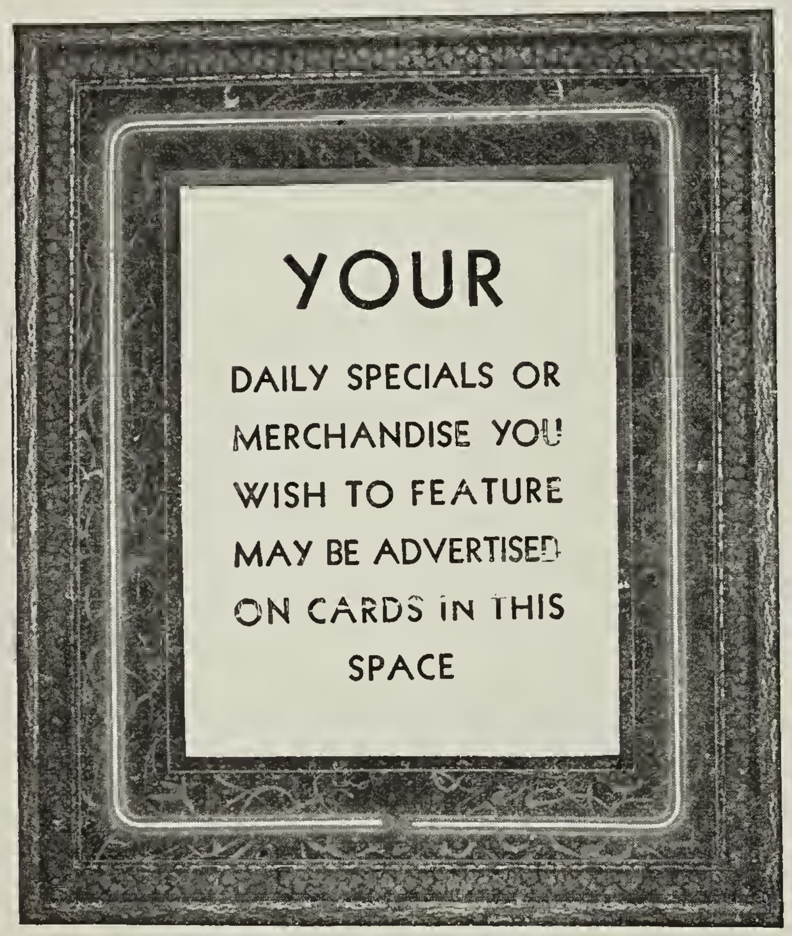
METRO-GOLDWYN-MAYER

SHOWMEN OF THE SHORTS

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

Unbelievable But True!

A Genuine NEON SIGN for Only.... **$25.00**


YOUR
DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.

CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899

THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street
KANSAS CITY, MO.

M. E. CUFFEL
Editor and Manager

MOVIE AGE

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

PANTAGES STILL A PUZZLE HERE

Although it is one of the best located theatres in Minneapolis, modern in every respect and boasts first-class sound equipment, the Pantages Theatre has remained idle throughout practically the entire fall and winter and apparently is doomed to continue dark indefinitely.

The answer to the mystery of this closed 1,600-seat showhouse lies in the Pantages' inability to obtain sufficient satisfactory picture product to keep the theatre in operation.

Publix and RKO have practically all the major picture product tied up for Minneapolis. With the exception of a few weeks early in the winter, Pantages has been closed since early last summer and its owner is out the heavy taxes and interest on an investment which is estimated to be more than half a million dollars.

The future of the theatre is puzzling the local rialto. Publix and RKO undoubtedly have all the houses they wish to handle. The town already has dramatic and burlesque stock. It's a tough problem for Pantages to solve.

"JUST IMAGINE" GETS GOOD BREAK

Because of the big business done on its first loop run and at the Uptown, leading neighborhood, and because of the drawing power of El Brendel, its star, "Just Imagine" was booked into the Grand, Publix second run loop house, for an entire week, instead of the customary three or four days. The gross attracted at the Grand was far above the average for the house.

Selling "Birth"

J. V. Juvrud has been appointed salesman for "The Birth of a Nation" in northern Minnesota and North Dakota. Carl Michel is handling the picture in southern Minnesota. The Triangle Film Co. has "The Birth of a Nation" in this territory.

Montgomery Back

After attending the Pathe meeting in Chicago last week, M. E. Montgomery, Pathe sales manager in Minneapolis, is back on the job again. RKO theatre division managers met at the same time as the Pathe exchange managers.

Tax Fight Campaign to be Planned at Conclave March 3-4

Business of Many Exhibitors Threatened if Ten Per Cent Tax Bills Are Passed in Northwest States

When the Northwest Allied unit holds its annual meeting at the Nicollet hotel in Minneapolis Mar. 3 and 4, a campaign will be mapped out to fight to the finish bills introduced in the Minnesota and North and South Dakota legislatures providing for a 10 per cent tax on theatre admissions.

If the proposed taxes are enacted, they will force numerous exhibitors throughout the territory out of business, it is declared by W. A. Steffes, general manager for Allied States in the Northwest, who has sounded a battle cry for the industry.

Asserting the situation is alarming, Mr. Steffes declares that exhibitors should drop everything and come to the Minneapolis meeting to obtain ammunition for the fight against the measures which he brands as discriminatory.

Incidentally, Mr. Steffes points out that the motion picture industry in the Northwest already is shouldering a heavy burden and that most exhibitors are barely able to pull through on the right side of the ledger even under present conditions.

TRAMPE HEADS MILWAUKEE FILM BOARD OF TRADE

Milwaukee—Charles Trampe of the Midwest Film Co. has been re-elected president of the Film Board of Trade. Arthur Schmitz, branch manager for RKO, has been named vice-president, and Sam Shurman of M-G-M, is re-elected secretary-treasurer. Ben Koenig has been renamed executive secretary and counsel for the board.

New Manager

Milwaukee — Ed Murray has been named manager of Warner Brothers' Downer Theatre here, succeeding Charles Secord. Bryn Griffith has also been named head of the circuit's State Theatre, succeeding Robert Gross.

LEVY COL. MGR. IN DES MOINES

Des Moines—Joe Levy, former manager of U. A.'s St. Louis exchange, has been appointed manager of Columbia's office here.

Mr. Levy comes to Columbia with a background of more than fifteen years' experience in the sales field of the industry. He is especially well known in the Midwest district, having been affiliated with several motion picture companies in that territory.

Among the managerial assignments handled by Mr. Levy in the past are U. A.'s Cincinnati branch and for the past two years, that company's St. Louis office.

"Warfare" Started Over Stage Show Ads

The Minnesota Theatre, ace Publix house in Minneapolis, and its chief opposition, the RKO Orpheum, are engaged in warfare as a result of the former's new style of stage show advertising.

For the first time last week, the Minnesota came out in its newspaper ads and billed its unit stage show as "5 Acts of Vaudeville." Each act comprising the unit was listed separately. Hitherto, ads have played up the units' titles and mentioned only the stars.

The RKO Orpheum, which offers but four vaudeville acts at a lower admission than the Minnesota, immediately took notice of the Minnesota's invasion of the vaudeville field. In its Sunday newspaper ads, the Orpheum had a lead paragraph that threw down the gauntlet to the Minnesota.

"In vaudeville, as in every other line," the paragraph stated, "there is a standard which imitators invariably try to follow. RKO is recognized the world over as the standard in vaudeville. There is no substitute for RKO vaudeville. You will find this superior type of entertainment ONLY at the RKO Orpheum."

The success which the Orpheum has been enjoying with vaudeville might have had something to do with the Minnesota's change. There probably was a feeling, too, that a change in the unit show idea would tend to prevent monotony. It is understood that programs will be routined differently, with the orchestra remaining in the pit as a general rule.

At its principal St. Paul house, the Paramount-Publix also is expected to introduce some flesh-and-blood entertainment regularly. As an experiment along this line, Lillian Roth in person was booked into the house and boosted business considerably.

The Paramount is located directly across the street from the St. Paul RKO Orpheum which offers four vaudeville acts along with its pictures and which has been doing a profitable business.

DIME THEATRES INCREASE HERE

The number of 10c talkie houses in Minneapolis is growing. There are now fully 10 of these independent grind theatres in the lower loop district charging a dime morning, afternoon and night. These houses cater to the laboring and poorer classes and their business has been hard hit by the depression and unemployment. Even at the low prices, their grosses have been considerably off during recent months.

A Publix grind talkie house, the Palace, competing with the indies, charges 15c in the afternoon and 20c at nights. It is doing light business.

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

Dropping of M.P.T.O.A-Allied Merger Surprise of Conclave

Pledging of $100,000 Makes Consolidation Unnecessary, Belief

Chicago—Allied's first convention now is history and, according to the majority of those who were present, the meeting was one of the most beneficial since exhibitors first organized.

One of the surprises of the convention was the absence of any official discussion of the proposed merger between Allied States and M.P.T.O.A. When the merger failed to materialize a month or so ago, following discusions between the two bodies, it was believed that the consolidation would be a highlight of the Allied conclave. But with the pledging of $100,000 by the independent exhibitors, all thoughts of the merger were put into the discard as it was felt that such a merger would not be of material benefit at this time.

Little trouble was experienced in getting the $100,000 "war chest." The delegates "kicked in" with enthusiasm and it was believed that more money could have been obtained had the request been made.

Allied plans expansion in a big way and the campaign is expected to make rapid strides before the first of April. The first point of attack is not known definitely, but New York was mentioned as a possible spot. Coast-to-coast units, fully organized, is the ambition of the association. When a network of Allied associations has been perfected, the organization will be ready to put into practice the reforms suggested at the convention, according to Allied leaders. These reforms include percentage contracts, block booking, music tax and general trade practices.

Abram Myers will continue to head the association, the delegates expressing themselves as being satisfied with the work of their leader.

"BUD" POLLARD PRODUCING IN N. Y.

New York—"Bud" Pollard Productions, with headquarters at 723 Seventh Ave., New York, has embarked upon an extensive production campaign for the state-right market. "Rio's Road to Hell," Pollard's first 100 per cent all-talking, singing and dancing feature picture on the new schedule, has been booked for extended first runs in fifty key cities with the opening date set at the Shubert Theatre, Detroit, the latter part of the month.

OPPOSE TAKING FIGHT TO PUBLIC

A few of the exhibitor-delegates to the Allied convention in Chicago expressed themselves as being against the Allied plan to carry its fight to the fans, and public in general, according to statements. Opponents to the proposal declare the public is not interested in the internal activities of the industry and that an attempt to enlist the sympathy of the fan will prove to be a detriment rather than an aid.

LEE HEADS TIFFANY ADVERTISING

New York—Manny Lee has been appointed director of advertising, publicity and exploitation at Tiffany, according to a statement issued by Grant L. Cook, executive vice-president of the company.

The new line-up will place Joe Rivkin, publicity and exploitation man who has engineered many special campaigns, as assistant to Lee.

The experience of both men covers many years in many companies, including Paramount, RKO, Pathe and others.

SISTROM TO BE FOX PRODUCER

Hollywood — William Sistrom, former production head of Pathe Studios, has signed with Fox Film Corporation as associate producer. Mr. Sistrom assumes his new duties immediately.

BIG 4 HAS THREE IN PRODUCTION

Hollywood—Big 4 is now in the midst of production activity, having three films, a Western, a melodrama and a comedy in production on the Coast.

"So This Is Arizona," starring Wally Wales, with Buzz Barton, Fred Church, Joe Lawless, Don Wilson, Gus Anderson, Loraine Leval, Kate Brody and Etta Delmas, is now being filmed.

"Trapped," produced under the direction of Bruce Mitchell, is being made at the old Charles Ray Studios. Nick Stuart and Nena Quartaro are featured, with Priscilla Dean and Tom Santischi in important roles.

Preliminary work is approaching completion on "The Wages of Gin," the second Craig Hutchinson two-reel comedy featuring the comedy team of Perry Murdock and Bud Jamison, and introducing a new unit of bathing girls in talking comedies to be known as the Comedy Cuties. It is expected that cameras will start grinding shortly.

SZEKLER TO BE GEN. MGR. OF "U"

Hollywood—Carl Laemmle has appointed Al Szekler, for several years general manager for Universal in Continental Europe, to the post of general manager of Universal Pictures Corporation. Szekler arrived in Hollywood last week from Berlin, accompanied by his wife.

Szekler assumes a position vacant for several months and in announcing the appointment Mr. Laemmle emphatically stated that Carl Laemmle, Jr., will continue in charge of all Universal production and Phil Reisman, also under long-term contract, will continue as general sales manager.

Press Will Fight Ads on Screen---Hammons

New York — Daily newspapers will fight screen advertising when the press begins to feel that the shorts are cutting in on their revenue, according to E. W. Hammons, Educational president, in an interview with The Film Daily.

The plan to be adopted by the newspapers will be to agitate for a reduction in admission prices at theatres showing ad films, Hammons says. The papers will contend that three cents admission will not be too low a price for "subsidized" entertainment where forced advertising is included, Hammons says he is informed.

Stating that Educational Pictures has been approached by national advertisers anxious to subsidize at least two Educational series, Hammons stated that his company has no intention of entering the sponsored short field for the present at any price offered, unless the advertisers can be put under 10-year contracts. Hammons also predicted that advertising in pictures will be abused to the extent that theatregoers' reaction will, within the year, decide against any future of the "ad" films.

"U" INCREASES SHORT PRODUCT BUDGET FOR 1931

Hollywood—In a conference on the plans for next year's short subjects between Carl Laemmle, Carl Laemmle, Jr., Stanley Bergerman, and Universal scenario chiefs, it was decided to expend a million and a half dollars on Universal single and two-reel comedies and specialty numbers. These include the recently-announced Christy Walsh All-American Sports Subjects. This amount is by far the greatest that Universal has ever appropriated for short product and it does not include any appropriation for serials or for the Universal Newspaper Talking Newsreel. Budgetary figures for these will be announced later.

Under the greatly increased budget for comedies and specialties will be included at least twenty-six sport reels. Other features which will be continued in the program are the Slim Summerville Comedies, the "Strange As It Seems" series, the Oswald Cartoons, the Sidney and Murray Comedies, all of which have been extremely popular. In addition to the continued successes of this year, a number of new stars are under negotiation and will be announced in a few weeks.

PREDICT FOREIGN VERSION CHANGE

Hollywood — Roy J. Pomeroy, motion picture director and sound expert, makes the prediction that Hollywood producers will abandon the present method of making foreign versions before the end of another year. Comparing cost figures and theatres equipped for sound pictures abroad, Pomeroy declares it will be at least five years before foreign exhibitors can return a profit to local producers on multi-lingual films. The solution of this weighty problem is via trick photography, a new system which Pomeroy and associates are now perfecting.

Wolheim Dies

Los Angeles,— Louis Wolheim prominent star and character actor, died here last week, following an operation.

PICTURE BUSINESS

THE Allied conclave at Chicago was by far the largest gathering of exhibitors to meet in one place in years. The fact, too, that more than 500 independent exhibitors met in convention at this time is significant. It is proof that the independent is still alive and kicking; that he is an important factor in this business numerically as well as individually.

The pledging of $100,000 by this group and the readiness with which they turned over the cash right at the convention signifies their belief in their rights. They are backing up their contentions with dollars. And, in this day of tight money, that has a big meaning.

As a whole the convention was most constructive. It was well conducted throughout. The importance of an united front to battle the many legislative bills pending against this industry was strongly stressed. And, with the heavy amount of adverse legislation that is aimed directly at the box-offices in practically every state in the Union, it is incumbent upon every exhibitor, independent or affiliated, to leave undone nothing that he can do or is called upon to do in this "legislative battle of the ages." There is too much at stake for anyone to shirk his duty in this regard. Legislative bills, once on the statute books, are hard to get off. Admission taxes, standing room ordinances and other like nuisances all cut into the profits. So this urge of the Allied leaders to their cohorts should be concentrated upon, even though all else, for the time, needs to be dropped.

True it is that exhibitors are encouraging other problems that need attention. But, it is our opinion, that all of them put together are not as damaging as would be the legislating of even a five per cent admission tax.

BLOCK booking again came in for a lot of attention. True, this system of selling pictures has its disadvantages for the exhibitor. But was there ever or will there ever be a selling plan that will meet with the unanimous approval of all exhibitors? It seems to us that the individual buying from the companies whose product he wants or feels that he needs must be content to take the bad with the good. If every picture could be a guaranteed winner, it would be a wonderful business to be in, indeed. But this business like all others must figure on averages; it's the net result at the end of the month or at the end of the year that counts.

As to being forced to buy features to get shorts or vice versa, this is something that should not be tolerated. But like some other problems in this business it can be individually overcome.

If an exhibitor wants a company's features so badly that he contracts for their shorts as well, then he is gambling that they will be worth the buy. If his gamble turns out a bad guess, he should profit by his experience in the next negotiation. And, if he can't buy the product he wants on the basis that will be fair to him from any particular producer, he can always get product elsewhere.

* * *

TAKING all things into consideration, Allied put over a convention which should be a model for future conclaves. The independents have made a noble beginning in accomplishing their aims. It will be interesting to observe the fruits of their efforts.

Ben Shlyen

A group of 48 foreign pictures, including 24 feature length subjects and 24 shorts, will be released in this country through the newly formed foreign department of Capital Films, according to Herman Gluckman, president. The pictures will be all-talking and will feature German, Italian, French and Spanish stars. In connection with the foreign department a press department has also been established.

* * *

Letters have been set out by the board of managers of the M.P.T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware, to all who are supplying pictures to non-theatrical accounts, asking that no product be released to these outside exhibitors unless it is at least a year old. This action was induced by the increased non-theatrical showings, particularly among churches, clubs and various organizations, to the point where it frequently becomes unfair competition.

* * *

Nat Levine, president of Mascot, is in New York with a negative of "King of the Wild," all-talking serial of the African jungle, to be released in 12 installments. Walter Miller and Nora Lane head the cast, which also includes Tom Santschi, Boris Karloff, Dorothy Christy, Arthur McLaglen and Victor Potel.

* * *

Babe Ruth and Knute Rockne have been signed by Universal for a series of pictures for next year. They will be called the Christy Walsh All-American Sport Subjects and will be made partly in Universal City and partly on sports arenas. The Rockne series will start about May 1, and the Ruth subjects will go in work after the baseball season.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

"QUOTES"

H. E. JAMEYSON

Adv. Director, Fox Midwest Theatres

"The church and the theatre of the future must give man something vital, something invigorating, something thought-provoking. We must remember that millions of the leisure hours society is to have in this future are going to be devoted to self-improvement. If either the church or theatre fails to keep pace in the march of intellectual progress it is doomed."

"Cimarron" and "Reducing" High Spots

Minneapolis (week ending Feb. 20)—Two hold-over attractions, "Cimarron" and "Reducing," continued to be the biggest magnets in the loop. The former drew packed houses to the Seventh Street while the latter enjoyed very nice returns at the Century during its final seven days.

There were no outstanding offerings among the newcomers. "Millie" at the RKO Orpheum, however, showed some box-office power and gave that theatre a satisfactory week. "The Easiest Way" was rapped by the critics and did only a fair business at the Minnesota. "The Gang Buster" at the State was well liked, but did not develop into a very big draw

Aster—The Naughty Flirt (F. N.), Alice White. **Business:** Fair. **Summary:** Miss White good to look at, as usual, in the story of a wild young miss who is tamed by love. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news; comedy, screen vaudeville.

Century — Reducing (M-G-M), Marie Dressler and Polly Moran. **Business:** Good (second week for this highly amusing comedy).

Lyric—Follow the Leader (Paramount), Ed Wynn. **Business:** Fair. **Summary:** Wynn is not so funny in his first talkie; a melange of nonsense which some will like. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound news; comedy, screen vaudeville.

Minnesota — The Easiest Way (M-G-M), Constance Bennett and Robert Montgomery: **Business:** Fair. **Summary:** A strong cast in a moderately interesting drama of a girl who strayed from the straight and narrow path. **Entertainment Merits:** 75 per cent. **Short Subjects:** Stage show and sound, news.

RKO-Orpheum—Millie (RKO), Helen Twelvetrees. **Business:** Good. **Summary:** Attractive star redeems sordid drama of a young woman who shoots her ex-lover to save her daughter's honor; contains many of the elements of box-office appeal. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, sound news.

RKO Seventh Street—Cimarron (RKO), Richard Dix. **Business:** Big. **Summary :** Second loop week for this tremendous epic of early Oklahoma days which is still packing 'em in.

State—The Gang Buster (Paramount), Jack Oakie. **Business:** Fair. **Summary:** Many laughs and several thrills in this comedy of a guileless young man who invades a gang's lair to rescue a kidnapped girl. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy, sound news, screen vaudeville.

MILWAUKEE

Week Ending Feb. 12

Alhambra—Resurrection (Universal), Lupe Velez and John Boles. **Business:** Average. **Summary:** A lovely picture but not compelling in the human sense. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy, Universal Newsreel.

Garden — The Devil to Pay (United Artists), Ronald Colman and Loretta Young. **Business:** Good (ended second week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy, Newsreel.

Majestic — Once a Gentleman (Sono Art-World Wide), Edward Everett Horton and Lois Wilson. **Business:** Fair. **Summary:** Horton's excellent acting helps to make this performance. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, Comedy.

Palace — Cimarron (Radio), Richard Dix and Estelle Taylor. **Business:** Fine. **Summary:** A grand picture, a real camera story and a vivid account of life in Oklahoma, as originally told by Edna Ferber in her novel. **Entertainment Merits:** 95 per cent. **Short Subjects:** Newsreel.

Riverside—Bright Lights (First National), Dorothy Mackaill and Frank Fay. **Business:** Average. **Summary:** An all-color revue slightly below the average as far as story and contents. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, Pathe Newsreel.

Strand—Only Saps Work (Paramount), Leon Errol, Mary Brian and Richard Arlen. **Business:** Fair. **Summary:** A diverting film in spots but decidedly lame. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy, Fox Movietone Newsreel.

Wisconsin — Inspiration (M-G-M), Greta Garbo and Robert Montgomery. **Business:** Good. **Summary:** A fitting story for Greta Garbo unusually well told. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fanchon and Marco Idea; Fox Movietone Newsreel.

W. E. AND RCA NOT INTERESTED IN SOUND SCHOOL

Electric Research Products, distributors of Western Electric sound system, and RCA, distributors of RCA sound system, disclaim any connection whatsoever with a sound school for operators which just has opened on Glenwood avenue in Minneapolis under an impressive title.

O. E. Maxwell, N. W. service supervisor of Electric Research Products, and R. R. Hill, manager of the RCA Minneapolis branch, have been flooded with inquiries from individuals who evidently received the impression that the school is tied up with the sound equipment manufacturers and distributors and that there will be an amalgamation of all sound equipments under the school organization which will provide jobs for its pupils.

Both Mr. Maxwell and Mr. Hill call attention to the fact that Electrical Research and R C A maintain their own schools where their men receive intensive training before being permitted to handle actual installations.

"We have 14 men out handling almost 200 installations in the Northwest," said Mr. Maxwell. "We are continually strengthening our staff and it is not true that our work is to be taken over by any other organization."

Donnelly Here

C. P. Donnelly of the Publix home office visited Minneapolis and St. Poul on a tour of inspection of Publix theatres. From Minneapolis he went to Duluth. Mr. Donnelly says that he finds business on the up-grade with Publix houses throughout the territory.

M-G-M TO MAKE STAGE FAVORITE

Hollywood — "A Tailor Made Man" has been announced by the Metro-Goldwyn-Mayer studios as a new title for the screen play formerly called, "The Imposter." Sam Wood is directing this picture, a William Haines starring film. Dorothy Jordan, J. Cawthorne, Marjorie Rambeau, William Austin, Ian Keith, Hedda Hopper, Hale Hamilton, Joan Marsh and Martha Sleeper are members of the cast. "A Tailor Made Man" was formerly a stage success. Originally produced in Germany as a play by Gabriel Dregeley, it was translated and adapted by Harry James Smith and produced by Cohan and Harris in New York. Grant Mitchell had the lead when the play opened in August, 1917.

MANITOWOC HOUSE TO GUITERMANN

Manitowoc, Wis.—R. S. Guitermann has taken over the Capitol Theatre here from L. H. Bump. The Capitol is Manitowoc's largest house and it is rumored that Fox Midwesco was dickering for the theatre.

New Equipment

Sheyboygan, Wis.—New equipment has been installed in the projection booth of the Warner Brothers' Majestic Theatre in this city at a cost of approximately $2,500. Fred Reeths is manager of the Majestic.

Incorporation

Milwaukee — Articles of incorporation have been filed here by the Land O'Lakes Theatres, Inc. The company has been authorized to issue 200 shares of stock at $100 per share. Signers of the articles are L. L. Palecek, D. Prenevost and V. de Montmollin.

6 FROM SENNETT DURING MARCH

Hollywood — Six two-reel comedies and two Terry-Toons are scheduled for release in March by Educational.

Three Mack Sennett comedies will be distributed generally during this month, with "The Bride's Mistake," featuring Marjorie Beebe, Vernon Dent and Kenneth Thomson to be released the first day of the month, and "The Dog Doctor," and "Just a Bear," both featuring Andy Clyde, scheduled for release March 15 and 29 respectively. Harry Gribbon is co-featured with Clyde in "Just a bear."

"Pete and Repeat," the Ideal Comedy which introduces to the screen the popular blackface team, Seben 'n' Leben, will be released March 1, while "Ex-Plumber," the latest Lloyd Hamilton, is scheduled for March 8 release.

"Bride and Gloomy," a Tuxedo starring Bert Roach, with Eleanor Hunt, is set for March 22.

"Quack Quack" and another Terry-Toon, as yet untitled, will be released March 8 and 22, respectively.

Nagel Signs

Hollywood—Conrad Nagel has been signed to a new long-term contract with the Metro-Goldwyn-Mayer studios, according to an announcement made last week. Nagel, whose consistently good performances in so many pictures have made him one of the most reliable leading men in pictures, has recently played in "The Divorcee," "Gambling Daughters," "East Lynne" and many others.

It's A Fast Moving Industry!

An Exhibitor Without a Trade Paper
Is Like a Ship in a Fog.

To Keep Up with the Times,
Locally and Nationally, Read
Your Home Territory Journal.

●

MOVIE AGE

$2.00 A YEAR

MOVIE AGE,
945 Andrus Building,
Minneapolis, Minn.

Rush me MOVIE AGE for the next 52 weeks.

Name______________________________

Address____________________________

ANOTHER

NOW READY!

RCA Photophone, Inc., introduces a completely

A. C. OPERATED

sound reproducing equipment for theatres of 1000 seats or under.

NO BATTERIES!
• • •
NO MOTOR GENERATORS!

$2500 CASH

RCA PHOTO

A RADIO CORPORATION OF AMERICA SUBSIDIARY • EXECUTIVE AND COMMERCIAL OFFICES, 411 FIFTH AVE., NEW YORK CITY

TRIUMPH

DESIGNED FOR THE SMALL THEATRE

Simplified operation . . . Built for small projection booths . . . Installation and maintenance costs reduced . . . New loud speaker and directional baffle designed for limited area behind screen . . . Latest refinements in recording make possible the faithful reproduction of sound range never attained before . . . An engineering triumph that places the small theatre on a par with the super de luxe house. Rapid and expert service from conveniently located service stations. Three year deferred payment plan reduces weekly cost of Standard Size Equipment to $34.88, including rental, service, insurance and carrying charges. Exhibitors are especially invited to inspect this new equipment at No. 411 Fifth Avenue.

PRICES OF SUPER AND LARGE SIZE REPRODUCING UNITS HAVE BEEN LOWERED

. . . 3 YEARS TO PAY IF DESIRED

THE EMBLEM OF RCA PERFECT SOUND
PHOTOPHONE INC
SOUND EQUIPMENT

FULL INFORMATION!
USE THIS COUPON

RCA PHOTOPHONE, Inc.,
411 Fifth Ave., New York City.

Gentlemen: Please send full particulars of the
Standard Size Large Size Super Size

Manager

Theatre

PHONE INC.

BRANCH OFFICES AND AUTHORIZED REPRESENTATIVES IN PRINCIPAL CITIES OF UNITED STATES, CANADA AND FOREIGN COUNTRIES

PARAMOUNT SIGNS NEW CONTRACTS

Hollywood — Fifteen important player, director and writer contracts have been awarded at the Paramount Hollywood studios as a reward of satisfactory work during the past several months, it was announced last week by B. P. Schulberg, managing director of west coast production.

Eight agreements which will assure Paramount of the exclusive services of eleven stars or featured players for some time to come include those given to the Four Marx Brothers, Groucho, Harpo, Chico and Zeppo; Paul Lukas, Juliette Compton, Norman Foster, Eugene Pallette, Jackie Coogan and his brother, Robert Coogan, and Carman Barnes, the school girl novelist and playwright who has just been picked by Jesse L. Lasky as the company's next star.

Two directors who will remain with new contracts are Lothar Mendes, director of William Powell in "Ladies' man," and Frank Tuttle, who has just made "It Pays to Advertise."

The writers, to whom contracts were presented are Percy Heath, author of "The Gang Buster"; Oliver H. P. Garrett, author of "Street of Chance" and "For the Defense"; Herman Mankiewicz, whose latest is William Powell's production, "Gentlemen of the Streets," and his sister, Erna Mankiewicz; Betty White, youthful author of "I Lived This Story," and Zoe Akins, writer of the screen play for "Anybody's Woman," "Sarah and Son" and "The Right to Love" and the play, "The Greeks Had a Word For It."

SEITER TO DIRECT WHEELER FOR RKO

Hollywood — William Seiter signed up with Radio Pictures last week. He will direct "Too Many Cooks," starring Bert Wheeler, with Dorothy Lee opposite, according to William LeBaron, production head. Wesley Ruggles, of "Cimarron" fame, originally scheduled to direct "Too Many Cooks," will be assigned a dramatic type of story, LeBaron says.

PICK STORY FOR CONNIE BENNETT

Hollywood—Constance Bennett will be starred in "The Common Law," the Robert W. Chambers story, stated the first announcement made by Charles R. Rogers since assuming his duties as the Pathe production head at the Culver City studios.

GEO. ARLISS TO PLAY HAMILTON

Hollywood—Geo. Arliss's next picture for Warner Bros., following "The Millionaire," which is now nearing completion, will be "Alexander Hamilton," a screen version of the play written by Mr. Arliss himself in collaboration with Mary P. Hamlin, in which he appeared in New York and the leading cities of the country in 1917 and 1918.

HANCOCK JOINS MOVIETONE NEWS

New York — Herbert E. Hancock has joined the staff of Fox Hearst Corporation, producers of Fox Movietone News and Hearst Metrotone News, according to an announcement made by Truman H. Talley, general manager.

Mr. Hancock last week resigned as general manager, treasurer and editor of Kinograms Publishing Corporation, producers of the Kinograms and Universal newsreels.

Mr. Hancock will be a member of the Fox Hearst editorial board, comprised of Mr. Talley, E. L. Harvey, managing editor of Movietone News; Mike Clofine, managing editor of Metrotone News and Edmund Reek, news editor.

Sport Shorts Gaining Favor; 100 Planned

With the Grantland Rice "Sportlights" holding the field of sport shorts with practically no competition for the last 12 years, the new selling season about to be ushered in will bring to exhibitors more than 100 short subjects pertaining to sports and at least two sport features, according to The Film Daily. The regular program of 26 "Sportlights" produced by Van Beuren and released by Pathe will meet competition in Universal's "Christy Walsh All-American Sport Subjects" featuring Knute Rockne, Babe Ruth and others, of which there will be 26 during the fiscal year; 12 Bobby Jones golf shorts released by Warners and either 13 or 26 "Sportfolios" to be made by Al Mannon for Tiffany. It is reported that Brown and Nagel will produce a series of sport shorts featuring Gus Sonnenberg, the wrestler, for Educational release. Bill Tilden and others prominent in outdoor sports have been signed by M-G-M for a series of short subjects. The number has not as yet been decided.

Several short series already in distribution will be included in the new season's sales' manuals. Pathe's Knute Rockne football series, of which there were six, still being pushed by the sales force and their six Johnny Farrell golf shorts will also be included. Warners are still offering a Charles Peterson reel on billiards which was released a year ago, and also a more recent two-reeler featuring Earl Sande, jockey. A Tom Hagan short, "Golf Clubs," is now in release by Tiffany.

According to the present plans of Universal, one feature length subject starring Babe Ruth will be produced, and a fight feature is planned by Sono-Art for 1931-32 release. In addition to the scheduled shorts and features of sports and athletics, newsreels will devote considerable footage to sporting events. The RKO-Pathe news has already signed Ruth Nichols as aviation editor and Fox Movietone will continue its policy of including one sport sequence in each release. Out of 12 major producing companies, eight have included some nature of sports release in their 1931-1932 sales schedule.

GAYNOR-MEIGHAN TO BE TEAMED

Hollywood—Janet Gaynor and Thomas Meighan — together — in "Daddy Long Legs"; this is scheduled to be Miss Gaynor's first picture following her return to the Fox Film studios from Palm Springs, California, where she is recuperating from her recent appendicitis operation.

"Merely Mary Ann," which was scheduled as Miss Gaynor's first picture upon her return to the studios, has been postponed indefinitely due to the absence of Charles Farrell, who will be in Europe for three months, and the time needed by Miss Gaynor to recuperate from her recent illness.

Buys Play

Hollywood — Metro - Goldwyn-Mayer has acquired the screen rights to Margaret Mayo's play, "Polly of the Circus," a hit of 1907. Malcolm William and Mary Taliaferro were featured in the stage production. The rights to the play were bought by M-G-M from the Goldwyn Pictures Corporation.

Academy Discourages Would-Be Celebrities

Hollywood—At a meeting of the executive committee of the Academy of Motion Picture Arts and Sciences held recently it was decided that some effort should be made to stop the influx of young men and women who come to Hollywood for the purpose of entering motion pictures. A false impression has been spread over the country that golden opportunities lie within the grasp of any fairly talented or reasonably good looking young person who can manage to get to this city.

The fact is that there is a crying need for a reduction in the number of actors and actresses already here; players of training and ability who are literally in dire want and for whom there is no work.

Of the 17,500 extras registered at the Central Casting Bureau during 1930, only 833 averaged one day's work per week and only 95 worked as much as three days per week. Of the 7,000 actors and actresses registered in the call bureau only six or seven were placed each day. If work could be equally distributed this would mean each actor of the call bureau could be furnished one part every three years.

When the industry is so hard put to it to care for its own tried and experienced players it is sheer suicide for youngsters to try to break in. It would help the situation if the press of the country would aid in spreading a picture of true conditions in the profession. Too much emphasis has been placed on the fortunate few who are in great demand and too little on the many thousands of experienced players who cannot make both ends meet.

Less than a thousand actors are doing most of the work. A youngster, to get a chance, must pass the other 6,000 professional and registered actors, and in addition must compete with the thousands of young men and young women all over America and even in foreign countries who have the ambition for a motion picture career. The lucky break happens frequently in fiction; almost never in the studio.

Famous Extra

Hollywood—John E. Nash, the producer who brought Lillian Russell to the New York stage, appeared last week as an extra in Radio Pictures' "Board and Room."

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

The Easiest Way

M-G-M

Cast: Constance Bennett, Robert Montgomery, Adolphe Menjou, Marjorie Rambeau, Anita Page, J. Farrell MacDonald, Clark Gable. Directed by Jack Conway.

Eugene Walter's dramatic story of the mistress who loses has been brought to the screen by Jack Conway, who just about tops his career with this work. As a starring vehicle for Constance Bennett, "The Easiest Way," taken from the celebrated old stage play, gives her another splendid and dramatic role.

From a bargain basement counter, she becomes mistress of her boss (Menjou). Ostracized by members of her family, she lives in luxury until she meets a young reporter (Montgomery), who forgives her past on the promise that she will go straight and wait for him. Circumstances takes back to Menjou. Upon Montgomery's return, she tries to deceive him, but is caught and then spurned by the man she loves. The "easy way" leads her to an empty life, while her sister (Anita Page) has happily married and settled down in a suburban cottage.

Miss Rambeau turns in a marvelous performance as the adviser of Miss Bennett. She is a great actress. Entire cast is exceptionally good and the screen play is top-notch.

This is strong drama and M-G-M has delivered an outstanding photoplay.
—R. K.

ASSOCIATED MERIT AWARD PUBLICATIONS

Millie

Radio Pictures—85 Minutes

Cast: Helen Twelvetrees, Lilyan Tashman, Robert Ames, John Halliday, Joan Blondell, James Hall, Anita Louise, Frank McHugh, Edmund Breese, Franklin Parker, Charlotte Walker, Harry Stubbs, Charles Delaney, Hooper Atchley. Directed by John Francis Dillon.

This highly dramatic talker produced by Charles R. Rogers is from the much discussed novel of the day by Donald Henderson Clarke and should prove a hit at the box office. Although the picture appeals especially to women fans, there is no reason why the men will not enjoy seeing it. The story is packed with human interest from start to finish. Excellent direction, a splendid cast plus good photography put this picture in a class by itself. Helen Twelvetrees does some unusual acting and reveals that she can capably handle extreme dramatic roles.

In the title role as "Millie" Miss Twelvetrees' life as a woman of various love affairs is depicted in a most interesting manner from the time she is 18 until the mother of a 17-year-old girl.

The thrilling climax arrives when Millie shoots one of her former lovers who is after her daughter for his own selfish motive. Then comes the trial in court, reminiscent of "Madame X" and other great mother love dramas She refuses to relate the real motive for her crime in order to save her daughter's name. And then comes the happy ending when her former friends and daughter appear in court to convince the jury why she should be freed.—Jesse.

Lonely Wives

Pathe—92 Minutes

Cast: Everett Edward Horton, Esther Ralston, Laura La Plante, Patsy Ruth Miller, Maude Eburne, Georgette Rhodes, Spencer Charters. Directed by Russell Mack.

Here's a wow of a comedy in which a merry mix-up occurs that will keep the audience in a continuous state of howling laughter. The picture is mainly for the adult trade. The children may like the comedy, but probably the spicy lines would be over their heads.

Edward Everett Horton is practically the whole show by playing a dual role. He creates most of the laughs with the support of Spencer Charters as his butler and Maude Eburne as the mother-in-law. Her role is a bit overdone, but nevertheless amusing. Complications arise when Horton, as a lawyer, asks Mr. Zero, vaudeville impersonator, also played by Horton, to take his place at home while he steps out for a good time with his new stenographer (Patsy Ruth Miller) and another woman (Laura LaPlante). The latter happens to be the wife of Mr. Zero, thus causing further complications. Later the wife of Horton No. 1 comes home unexpectedly from out of town. Meanwhile Horton No. 2 is in a pretty tough spot. Finally the tangle is straightened out to everybody's delight.

The butler is a scream. It is very amusing to see his actions when both Hortons appear on the scene at the same time, looking alike. Esther Ralston as the lawyer's wife is also good. Though not a big picture this one should please the average movie fan who likes light entertainment. It is worth the price of admission any time just to see Horton plus a beard.—Jesse.

The Last Parade

Columbia—84 Minutes

Cast: Jack Holt, Tom Moore, Constance Cummings, Galord Pendleton, Robert Ellis, Earl D. Bunn, Vivi, Jess De Vorska, Ed Le Saint, Edmund Breese, Clarence Muse, Gino Corrado, Robert Graham.

Columbia has come through with a racketeer story that ranks ace high, with Jack Holt giving a top notch performance as a wisecracking gangster. The story concerns a trio of friends, two men and a girl; one man is a newspaper reporter and the other a policeman. They are drawn closely together through association in the World War and agree to remain true friends for life at the signing of the armistice.

With the end of the war the policeman is promoted to chief while the newspaper reporter fails to get back his former job and is forced by circumstances into the racketeering game. The girl is in love with both men and finally confesses that the stronger love is for the racketeer. She asks him to get out of the game and he asks for a little more time to make a big haul. It falls to the policeman's lot to arrest his buddy and the trial ends in a death sentence.

The trio, having marched together in various armistice parades, take the last parade with the racketeer en route to the chair in response to his last request.

The picture has been excellently directed and should register one hundred per cent entertainment. It is packed with suspense and thrilling moments.—Warren.

Dance, Fools, Dance"

M-G-M—81 Minutes

Cast: Joan Crawford, William Bakewell, Lester Vail, Cliff Edwards, William Holden, Clark Gable, Earl Foxe, Purnell B. Pratt, Hale Hamilton, Natalie Moorhead, Joan March, Russell Hopton. Directed by Harry Beaumont.

Joan turns newspaper reporter and combats the underworld in her splendid follw-up of the successful "Paid."

From her gay life with Chicago's young Gold Coast set, Bonnie and Rod (Joan and Bill Bakewell), are left penniless when their father suddenly dies on the floor of the stock exchange where his fortune was completely wiped away. Bob (Lester Vail) offers Bonnie marriage, but is very cold; this magnanimous gesture hurts her and she declines. Employed by a Chicago newspaper, she is later assigned to hunt down the murderer of a fellow reporter. Meanwhile Rod has turned to bootlegging. Bonnie gets into the underworld crowd by her dancing at a notorious night club, and before long is faced with several dramatic situations. In the midst of the racketeer gang, she learns that her brother is the murderer. Swift gunplay follows and both Rod and Luva, the gangster, die. Bonnie phones the news to her editor, and is reunited with Bob.

"Dance, Fools, Dance," has thrills, romance, suspense and drama, with settings on board a yacht, the wild stock market, newspaper office and the underworld night club. Popular appeal and first class entertainment, this should satisfy all classes.—R. K.

Short Subjects

Cowboy Blues

Pathe—7 Minutes

This Aesop Fable is a snappy reel of seven minutes of pleasing entertainment. The story is about the villain trying to make a get-a-way with a safe, only to find later that instead of money being there the hero and his sweetheart are inside. The villain is pushed into the safe which gallops away while the hero and his girl are busy cooing. Old and young should like this subject. The scenes in the barroom are real funny.—J. S.

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP
AND PICTURE SELLING
METHODS OF EXHIBITORS

MUSIC TIE-UPS FOR "TEN CENTS A DANCE" READY

WITH the national release of "Ten Cents a Dance," Columbia's outstanding drama, starring Barbara Stanwyck under the direction of Lionel Barrymore, many sure-fire music tie-ups have been arranged by Columbia which afford all showmen record-breaking window displays.

A special souvenir edition of the song, "Ten Cents a Dance," which suggested the production of Columbia's powerful human interest romance of the dance halls, has been published by Harms, Inc., to be sold in every city and township from coast to coast. The publication of the special souvenir edition, the cover of which includes a striking and artistic photographic reproduction of Barbara Stanwyck, will not only vastly increase public interest in the song itself but in the Columbia picture as well.

To make sure that such tie-ups can be made with music stores, Columbia Pictures has arranged with the RCA-Victor Company, makers of Victor records for phonographs, to issue records of the song. "Ten Cents a Dance," to every music and record store.

Other records which can be used as well to make attractive and effective window displays are those made by the Brunswick Co. (the number is sung by June Purcell) and Columbia Phonograph (recorded by Ruth Etting).

BROTHERS PLUG "BROTHERS" FILM

MERGING an advance campaign with a ballyhoo, Eddie Lewis, manager of the Park Theatre, Reading, Pa., had the entire city buzzing with interest when he played "Brothers" and as a result cleaned up big on the Columbia feature.

Lewis first advertised in the newspapers for two brothers whose physical measurements correspond to those of Bert Lytell, the star of the picture. These ads, running for three days, aroused immense curiosity. Securing the men he wanted Lewis announced that brothers would be in town on a specified date.

Two days in advance of opening, he published a picture of the ballyhoo brothers and then sent them out on the streets. One brother was outfitted in evening dress while the other was in "tough" clothes as the photograph showed.

The advance ballyhoo merger scored heavily with all cylinders of the campaign hitting smoothly together.

AESOP'S FABLES BOOK GOING OVER

"AESOP'S Movie Fables," a book published by the Sonnett Publishing Company, in cooperation with the Van Beuren Corporation to exploit the Pathe Aesop's Sound Fable animated cartoons, is surpassing the most optimistic distribution expectations due to the nationwide theatre exploitation tie-up. The book is attractively printed in four colors and contains stories, puzzles, cartoons, as well as a specially written song entitled "Aesop and His Movie Fables."

For the theatre tie-up a specially printed card is being supplied gratis by the publishers of the book to all theatres wishing to take advantage of this novel exploitation idea. The cards have an attractive border composed of the fables' animal characters, with numbers from one to ten. A space is left for the theatre name to be filled in and beneath an explanatory paragraph advises that one copy of "Aesop's Movie Fables" will be given free to the holder of the card when same has been punched for ten paid admissions to the theatre. Exhibitors who have been looking for something to interest the children and bring them back to the theatre are gladly availing themselves of the punch cards and the idea is creating much good will and closer relations between the Pathe-Van Beuren companies and exhibitors because of the fact that the book has been found to be a box office attraction that pays many times over in increased patronage.

In addition to original orders totaling more than 100,000 copies from department stores, chain stores, music and novelty stores throughout the country, the publishers report re-orders being received with every mail. Orders already received in connection with the theatre tie-up exceed 148,000 copies, with the surface barely scratched, most of the theatres that have responded being located in the eastern part of the country, with the Mid-West, West and South still to be heard from.

With the many outlets contacted to date, present indications are that distribution of the book will easily exceed the million mark.

TABLOID EXTRA FOR "DOORWAY"

OF the series of exploitation stunts which sent "The Doorway to Hell" on its way at McVickers's Theatre, Chicago, none provoked more interest than did a tabloid newspaper called The Movie Mirror which appeared on the streets the evening prior to the opening of the picture. The Mirror had all the earmarks of the work of trained newspapermen. Splashed across its first page in solid Gothic type were the lines: SEEK BABY-FACE KILLER FOR MURDER OF GUNMEN. GANGS HUNT "LOUIE" RICARDO. The balance of the page was given over to illustrations skillfully described. The interior pages were illustrated with pictures of Lew Ayres as the czar of the underworld and the stories dealt with the beer running racket as it is known in the Windy City.

Fifty thousand copies of the Movie Mirror were handled by newsboys on the streets with the last editions of the evening papers so that they would go into the homes. It was the first time a stunt of this kind was used in such a big way and it attracted a great deal of attention which must have reacted favorably in calling attention to the Warner picture, which proceeded next day to have the biggest opening day's business McVicker's Theatre had ever known.

BIG CAMPAIGN "PASSION FLOWER"

RUSSELL LAMB, manager of the Fisher Theatre, Danville, Ill., arranged for a vigorous exploitation campaign in his efforts to put over his showing of the Metro-Goldwyn-Mayer production, "The Passion Flower."

In return for the use of an institutional trailer in the Fisher Theatre, Lamb received the consent of the Governor's Relief Commission to place interesting window displays on "The Passion Flower" in each of the five vacant stores which they used to solicit funds for baskets for the poor. Each window had an art display stills mounted on cardboard ao cut-out on the picture and several stills mounted on cardboard frames in addition to window cards which contained copy on the picture and playdate.

The Danville Drug Co. used stills of both Kay Johnson and Kay Francis, who are featured in the picture, mounted on a large display board which they used for a cosmetic and toilet accessory tie-up.

LIBRARY HELPS SELL "THE LASH"

FOLLOWING the announcement of the coming of Richard Barthelmess in "The Lash" to the Stanley Theatre in Jersey City, the Hobboken Public Library posted a notice suggesting that those intending to see the picture read the following books: "Mexican People," by De Lara; "Myths and Legends of Mexico," by Spence; "Mexican Journey," by Blickfeldt; "Mexico, the Wonderland of the South," by Carson, and "Viva Mexico," by Flandrau. The Warner staff at the Stanley immediately repeated the library announcement in its ads with the results that the call for the suggested books almost swamped the library staff. Incidentally, "The Lash" had an opening day that was a hummer and the forerunner of what looks like a record-breaking week.

"Kismet" with Otis Skinner is another of First National's releases that has been taken up by all of the public libraries in the country in the effort to make pictures of educational value to the masses.

NEW ANGLES ON CUT-UP PUZZLES

A CLEVER variation of the cut-up picture puzzle is being used with fine effect by Warner Brothers' staff at the Venetian Theatre, Racine, Wisconsin. The puzzle contest is being conducted by the Times - Call and the theatre. The newspaper twice a week prints a cut-up picture of a Warner or First National star and prizes are offered for those who first correctly assemble the pictures. The solutions are shown on the screen of the theatre. The prizes for the winners in the contest will divide $200.00 and there will be 100 theatre tickets distributed among the runners-up. The contest is to run 13 weeks, covering 26 pictures, and has created a great deal of interest.

KINE-QUIPMENT

NEW DEVELOPMENTS
IN
THEATRE EQUIPMENT

Measures to Prevent Film Fires Outlined

E. Schweriner, vice-president of the Sentry Safety Control Corp., has issued a statement in which he classifies the dangers of conflagrations and the measures that may be taken to avoid them. Claiming that the additional equipment used in booths, on account of added apparatus for sound, takes up much additional time of projectionists and thereby makes it less possible for operators to cope with emergencies. Schweriner says in part:

"Safety in a modern theatre is being carried to a higher degree of efficiency. Fire-resisting construction of the building, asbestos curtains, emergency lighting systems, fireproof acoustics, booth fire shutters, controlled by fusible links, fire extinguishing apparatus; but what about the projectors, where the most dangerous of conditions exist?

"How many theatre owners are acquainted with the fire hazards that exist in motion picture projection with the present-day highly developed type of mechanisms in the booths?

"Here are just a few of them, chosen at random:

A—Jamming of the mechanism due to:
  1. Lack of oil;
  2. Broken gears or parts of projector.
  3. Failure of take-up or lower tension mechanisms.

B—Interruption of motive power due to:
  1. Broken belts or chains;
  2. Failure of clutch;
  3. Blowing of fuses;
  4. Extreme drops in motor supply voltage.

C—Poor condition of film:
  1. Film breaks;
  2. Running off sprockets;
  3. Torn sproket holes;
  4. Loose patches;
  5. Improper threading.

"All of these listed fire hazards can be avoided with the proper safety device equipment on your projectors.

"The well regulated management, having its eye on the promotion of its theatre, which includes above all the safety of its patrons, will seek out a dependable and recognized safety device for the projectors in its theatre booth. When your patrons inquire as to the safety in your theatre from fire, are you prepared to say that your projectors are equipped with an automatic safety device?"

It is claimed that seventy-one per cent of all theatre fires originate in the projection room while machines are in operation, resulting in a yearly loss of approximately $3,000,000 to theatre properties and equipment. Theatres suffered an $18,000,000 loss during the five years from 1922 to 1926, inclusive, with the average for recent periods being lower, due, principally, to the many new devices and types of equipment now being built to eliminate fire hazards.

Wide-Film Solution

A British firm is reported to be in possession of a new device, of British invention, which it is claimed will solve the wide-film problem in an inexpensive manner. With this apparatus, said to eliminate necessity of new projection equipment, scenes are photographed in such a manner that an ordinary 35 mm. film bears a compressed image. Each object appears to only half its width, making it possible to include twice the amount of scenery on the film stock, and in projection, through a special lens, the picture is epanded to its normal size. In using this method, it is said to be possible to produce a film partly as an ordinary picture and partly as full-view, the operator sliding the special lens into position when necessary during projection. Price of the new lens attachment will probably be between $75 and $125, with an additional expense for installation of a wider screen.

Nagel With M-G-M

Hollywood—Conrad Nagel has been signed to a new long-term contract with the Metro-Goldwyn-Mayer studios. Nagel, whose consistently good performances in so many pictures have made him one of the most reliable leading men in pictures, has recently played in "The Divorcee," "Gambling Daughters" and "East Lynne."

RCA Announces all AC Reproducer

The new all AC operated sound motion picture reproducing equipment has been announced by RCA Photophone, Inc., following months of research and experimentation. The new apparatus was designed for theatres of 1,000 seating capacity and under for sound-on-film projection and is priced at $2,500.00. It is styled Standard Size Theatre Equipment.

No batteries or motor generators are required to operate this machine. Power supplied from 110, volt, 50-60 cycle, AC to amplifier is all that is necessary. Constructed to take advantage of recent refinements in recording, this and simplicity in operation and installation are its most important characteristics. Compactness permits installation without extensive booth regulation.

"We believe we have succeeded in producing a soundhead, amplifier and loud speaker that will add considerably to the prestige of RCA Photophone, Inc.," said Alexander E. Reoch, recently elected executive vice-president, in discussing the merits of the new model. "Our engineers, in collaboration with the engineers of our associated companies, deserve much credit for the splendid results that have been obtained. They labored long and hard in their efforts to produce a machine that would meet the acid test required in connection with the development of a thoroughly satisfactory sound reproducing apparatus. The refinements in the soundhead, amplifiers and loudspeaker, which comprise the component parts in this new reproducing unit, have been developed with great care and in our opinion the unit as a whole is vastly superior to any thing that has been introduced specifically for the exhibitor who operates a small theatre."

FILM PROCESSING STANDARD PLAN

Hollywood — Fixing of a standard for laboratory processing of sound film and drafting of a language governing this work is receiving attention from the film processing committee of the Academy of M. P. Arts and Sciences. One effect will be the elimination of "bnck passing" between studios and labs over quality of sound.

Comprising the committee handling the matter are: M. C. Levee, Nugent H. Slaughter, W. C. Harcus and Lester Cowan. Its report will be ready in about one month.

At It Again

Hollywood—Stan Laurel and Oliver Hardy have started work on "True Blue," under the direction of James W. Horne. A Spanish and French version will follow the English.

COOLING
TODAYS MODERN THEATRES
➤➤ THE COMMANDER
THE SUPREME ◄◄
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS-PRICES-TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

THE SOLUTION

TO THE PROBLEM *of* POOR PICTURES

IS

GOOD PICTURES

Simple isn't it? But how is one to know what pictures are good and what pictures are bad until one plays them? The box-office supplies the answer. Let every exhibitor send in an accurate report of the pictures he plays and a guide is furnished that will go a long way in eliminating inferior productions. But the reports must be truthful and unbiased.

You can become a member of the

Better Pictures Club

Simply by filling in and mailing the report blank on this page. Additional blanks will be furnished you for subsequent reports. There are no dues in this club and but two requirements—one, that you report 100% on every picture you play every week, shorts as well as features; and, two, that your reports be truthful and free from prejudice.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________ **Producer** ______________

Remarks: ______________________________

______________ **Weather:** ______________

Title ______________________________

Star ______________ **Producer** ______________

Remarks: ______________________________

______________ **Weather:** ______________

City ______________ **Theatre** ______________

Exhibitor ______________

HERE'S THE KEY THAT OPENS THE WAY TO BETTER PICTURES.

MAIL IT TODAY TO
MOVIE AGE
945 Andrus Bldg.
Minneapolis, Minn.

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

ANYTHING in guaranteed used equipment — at depression prices. Write your needs. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. 2-24

BUY LATEST sound-on-film equipment; eliminates head amplifiers, batteries and consequent troubles. Finest reproduction at low cost. Your present film equipment converted reasonable. Public Address Service Company, 2024½ Commerce, Dallas, Texas. 2-16

CAPITOL PROJECTORS — Two, practically new; cost $250.00 each; will sell for $50.00 each. C. O. D. privilege of inspection, 16 mill. film used. Edward E. Rudolph, First National Life Bldg., St. Louis, Mo. 2-24

KEYSTONE disc talking equipment; perfect condition; sell cheap; can hear now Baltis Theatre, 35th and Indiana, Kansas City, Mo. 3-10

TWO GOOD-ALL disc turntables and Power units for Powers machines, non-repeating tone arms, three Presto pickup heads, two perfect Wright-DeCoster speakers; price $150.00. Sun Theatre, 71st and Prospect, Kansas City, Mo. 2-24

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

THEATRES FOR SALE

350-SEAT THEATRE, cement block building; own newspaper, 2,500 circulation; good sound; terms. Karolyn Theatre, New London, Ohio. 2-24

NEW THEATRE — 350 capacity; equipment; for sale cheap. Monta Poindexter, Everton. Mo, 2-24

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

HELP WANTED

SALESMEN to sell the only absolutely fool proof magazine fire protector on the market; prevents fire from entering the upper magazine of the projector; sells on demonstration. Write for open territory and demonstrator. Magazine Fire Protector Co., 103 North Rowan Ave., Los Angeles, Cal. tf

POSITIONS WANTED

AT LIBERTY—Experienced operator on all sound special RCA; married; willing worker; moderate salary. B-358, Associated Publications. 2-24

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

PROJECTIONIST—Sound, deluxe houses; state salary. James Curran, 5219 Theodosia, St. Louis, Mo. 2-24

PROJECTIONIST — Western Electric cards; any equipment; go anywhere. Box 359, Associated Publications. 2-24

EXHIBITORS! Do you need a real projectionist? Or a live-wire young man to manage your theatre? Know the show business from A to Z. Married, reliable and know how to get business. G. W. Wooten, Yorktown, Texas. 3-10

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POPCORN

SOUTH AMERICAN Gold Nugget popcorn; 50-pound cans, $6.50; 100-pound bags, $12.00. Popping condition guaranteed. Douglas Company, Box D7631, Kansas City, Mo. 3-10

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want— it will pay you to advertise your needs in The CLEARING HOUSE

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS

"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

DOWSER MFG. CO.
691 Lincoln Place -:- Brooklyn, New York

RCA PHOTOPHONE
NEW YORK CITY
411 Fifth Ave.

United States Branch Offices
Albany, N. Y. ......State and Eagle Sts
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 608 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. ....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. .....1910 K St. N. W.

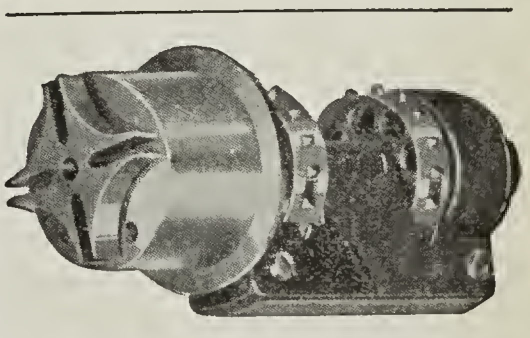
STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL
KOOLER-AIRE
NATURE'S REFRIGERATION

for houses with sound equipment
the talking trailer and the sound trailer
two distinct styles
National Screen Service
CHICAGO • NEW YORK • LOS ANGELES

NAN FILM SAFETY CONTROL
N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.
MINUSA
SOUND SCREEN
For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's
Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

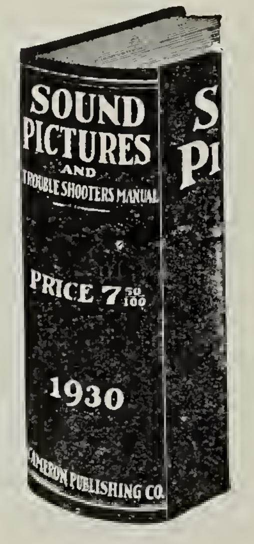
48 PAGE PICTORIAL SECTION OF
ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel
("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated
PRICE FIVE DOLLARS

CAMERON'S ENCYCLOPEDIA OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., Kansas City, Mo.

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., MARCH 10, 1931 Number 16

THE
BUY
of
THE
MONTH

A BOX OFFICE TITLE

"DAMAGED LOVE"

A BOX OFFICE STORY

Starring JUNE COLLYER

Based on Thomas Broadhurst's Stage Success

Directed by IRVIN WILLAT

VARIETY says: "Superior . . . way above the average . . . an assured draw for the stenogs." *M. P. DAILY says:* "Entertaining."

SONO ART
WORLD WIDE
PICTURES INC.

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

UNIVERSAL

Has Revolutionized The Short Subject Business!

(No. 717 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

TODAY THE ONLY SHORT SUBJECT THAT IS BETTER THAN A UNIVERSAL short is another Universal short!

UNIVERSAL IS NOW THE RICHEST IN COMEDY STARS, IN COMEDY DIRECTORS, in serials, in cartoons, in talking newsreels and in every conceivable form of short subject. Size them up:

TEN SLIM SUMMERVILLE 2-REEL COMEDIES. EVERY SINGLE ONE OF THEM A gem in itself, praised to the skies by critics everywhere.

TEN GEORGE SIDNEY AND CHARLIE MURRAY 2-REEL COMEDIES, BUILT AROUND a comedy team which has an unbroken record of hits.

TWENTY-SIX OSWALD CARTOONS . . . EXPENSIVE TO MAKE, BUT FREQUENTLY a far greater hit than the feature on the same program. Everybody loves Oswald.

THIRTEEN "STRANGE AS IT SEEMS" ONE-REEL NOVELTIES. THIS REEL IS A positive knockout, done in color and it never fails to be greeted with hearty applause.

TEN "LEATHER PUSHERS" TWO-REEL COMEDIES.

TEN "RED STAR" 2-REEL COMEDIES.

FOUR GREAT ALL-TALKING SERIALS . . . "THE INDIANS ARE COMING," "THE Spell of the Circus," "Finger Prints" and "Heroes of the Flames."

AND THE MOST POPULAR NEWS REEL IN THE BUSINESS!

TWICE EVERY WEEK UNIVERSAL ISSUES ITS CLEVER NEWSREEL WITH GRAHAM McNamee as its Talking Reporter. Every issue is good for thrills and good for laughs. It is as sound a fixture in hundreds of theatres as the box-office itself.

PUT DOWN A MEMO RIGHT NOW, LIKE THIS: DON'T FORGET TO LOOK AT Universal shorts and find out why they are turning the short business upside down.

Film Daily's poll makes it unanimous! The best picture of the year is "All Quiet on the Western Front."

NOTHING BUT BOX-OFFICE IN UNIVERSAL SHORT SUBJECTS!

M. E. CUFFEL
Editor and Manager

MOVIE AGE

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

M-G-M LEASES PUBLIX HOUSE FOR "TRADER HORN"

M-G-M has leased the Century (Publix) Theatre, Minneapolis, on a flat outright rental basis for the week of March 12 for a road showing of "Trader Horn." This will be the Northwest premiere of the novel picture that is taking the country by storm.

All seats at the Century will be reserved and there will be but two performances a day, one in the afternoon and one at night. Prices will be boosted to $1.50 at night and $1 in the afternoon. Following its Century Theatre roadshowing, "Trader Horn" will go into one of the Publix loop houses for a regular grind showing at usual prices.

The Minneapolis road showing of "Trader Horn" is one of a number such showing throughout the United States. The picture now is in the midst of a New York run. It will play Northwest theatres on a percentage basis.

Gets Theatre Back

Green Bay, Wis.—The Orpheum Theatre here has reverted to Miss Virginia Den Doven, following the foreclosure of a land contract under which Harry Timm, manager of the house, was purchasing the theatre from Dr. J. R. Minahan. The theatre was recently rebuilt at a cost of $300,000. Mr. Timm has managed the house for the past 20 years.

Northwest Unit Ready to Fight For Allied Campaign

All Officers Re-elected at Convention of Northwest Exhibitors; Attorney is Employed for Association

The Northwest unit of Allied States, independent exhibitors of Minnesota and North and South Dakota, are on record to support vigorously the national body's campaign against the music tax, block booking and protection. It also will take action of its own in an effort to eliminate practices which W. A. Steffes, general manager of the Northwest unit, branded grossly unfair and detrimental to independent theatre operation.

Plans to wage war against the music tax, block booking and protection were adopted at the Northwest unit's annual meeting in Minneapolis last week.

Re-Elect All Officers

Unanimously passing resolutions in support of the national organization's attitude and expressing its own emphatic disapproval of the above practices and of the producers' present practice to give exclusive trailer rights to a single company, the Northwest body held its most successful meeting. Attendance was the largest in the organization's history and enthusiasm ran at a high pitch. The several hundred exhibitors present reelected all their officers, including Mr. Steffes as general manager and Bennie Berger as president.

Unit Prepared to Fight

The Northwest unit has employed its own attorney and made it clear that it is prepared to carry its fight against block booking, protection and the music tax into the courts. It also will go into court to contest other grievances against distributors in cases where its attorney, Samuel Halpern of Minneapolis, decides a cause of action exists, it was indicated. Mr. Halpern not only attended all the sessions of the convention, answering queries put to him by members, but also met with the exhibitors individually and took affidavits to support possible grievance suits.

It was voted to bring a test court case to collect damages against Publix for alleged losses sustained by some one individual exhibitor in the territory because of the present method of zoning. Mr. Halpern and a special committee will select an "average" case and try to prove the dollars and cents loss and recover from Publix.

"If the test case is successful, we'll all jump on Publix," Mr. Steffes explained.

Berger Denounces Exchange Managers

In connection with the block booking discussion, President Berger took occasion to denounce exchange managers in general.

"They (the exchange managers) always will squeeze you if they get a chance," declared Mr. Berger. "That's their policy. But maybe some day it will be changed."

Members were asked to sign individual affidavits in cases where efforts have been made to impose block booking upon them. A number did so and it was stated that these either will be used in court actions here or submitted to the department of justice.

"Block booking must be torn out of the industry," declared President Berger. "It is intolerable that there should be in control of the motion picture industry an organization that forces exhibitors to buy and to do things against their will. Block booking is one of the most rotten things that any business group ever has been compelled to contend with."

The initial session was enlivened by a recital of individual exhibitor grievances in the presence of exchange managers and salesmen who had been invited to be present as guests.

Steffes Calls Exhibitors "Saps"

Mr. Steffes called the exhibitors "saps" for paying a music tax charges, which, he declared, is 'nothing but a graft going into the producers' and distributors' pockets" and put into the industry when "grafting" was good. He also charged that Northwest exhibitors are paying higher film rentals than those in many other parts of the country and that the distributors make no effort to impose the music charge on theatre

(Continued on page 7)

BAND LEADERS AND MERCHANTS HONOR LOU BREESE, M. C.

In honor of the one thousandth performance celebration for Lou Breese, master of ceremonies and stage band leader, at the Minnesota Theatre, Minneapolis, last week, band leaders in all Minneapolis night clubs and hotels dedicated one song each night to Breese. George Getsey, Minneapolis representative for the Feist Music Publishing Company, assisted the Minnesota publicity department in arranging the tie-up.

The Minnesota staff put over the celebration in fine style. A number of merchants went in on a large newspaper truck congratulating Breese in their individual ads. More than 100 merchants used large process cards in their show windows, calling attention to the celebration and extending best wishes to the popular orchestra conductor.

"It Pays to Look Well" cards were placed by barber shops in their windows. Each card had on it a photograph of the debonair and immaculate Breese, cut-outs of whom also were in evidence throughout the loop section.

Steffes Urges Passage Of Stench Bomb Bill

W. A. Steffes, general manager of Allied States' Northwest unit, urged Minnesota exhibitors to use their influence to obtain passage of a bill now pending in the Minnesota state legislature providing a penalty of one year imprisonment or a $1,000 fine or both for any person who throws a stench bomb or is instrumental in the throwing of such bomb in a showhouse. Steffes said the law also would make those responsible for the bomb throwing subject to a civil suit. The present penalty, he declared, is far too light.

While hoping that no censorship measure would be passed at this session, Mr. Steffes said "censorship has merit in some cases where block booking is imposed on the exhibitor," but that censors usually bar pictures on which theatre owners could make some money.

"The fight, however, is one primarily for the producers," said Mr. Steffes. "It's nothing for us to worry about. We should see to it, however, that if a certain number of feet of a picture is eliminated the entire picture should be banned."

Uphold Validity of Ries Sound Patents

Infringement by Western Electric Denied in Ruling Handed Down by U. S. Circuit Court of Appeals

Philadelphia — Validity of the Ries patent, owned by General Talking Pictures, is upheld, but infringement thereof by Western Electric is denied, in a ruling last week by the U. S. Circuit Court of Appeals for the Third Circuit, thereby altering in some respects the decision handed down last summer by the District Court, Wilmington, Del., which ruled that the Ries patent had been infringed.

The suit was originally brought by General Talking against the Stanley Co. of America, whose houses are equipped with W. E. system. A rehearing can now be asked before the Circuit Court of Appeals or the case may be carried to the Supreme Court. In reversing the infringement decision, the Circuit Court said that the W. E. system is a wholly different structure from the Ries patent. Only the reproducing process is involved, the recording principle not entering into the case.

Commenting on the decision, M. A. Schlesinger, president of General Talking Pictures, expressed his opinion that by the refusal to declare the Ries Patent invalid, the court has made his contentions against the electric companies a strong one insofar as he believes they have from the beginning, still are, and will for some time to come, continue to use the Ries method in the recording of sound-on-film.

VESTAL COPYRIGHT BILL NOW DEAD

Washington—With the adjournment of Congress last week the Vestal copyright bill is dead and will have to be re-introduced at the next session if it is to be enacted into a law. Sponsors of the measure will bring it up again, it is understood.

SELIG TO DIRECT COL. ADVERTISING

Appointment of Al Selig as director of advertising, publicity and exploitation was announced last week by Columbia. Selig also will have the sales promotion and art divisions under his direction. He formerly was advertising and publicity director for Tiffany.

ONLY 2,435 CHAIN HOUSES

Independent theatres in the United States total 19,304 as compared with 2,435 houses affiliated with producers interests, according to a survey just completed by the Film Boards of Trade. According to the checkup made by zones, theatres in the country aggregate 21,724, of which 13,515 are wired for sound.

Total of 6,053 use both disc and film. Houses using only film are figured at 2.468, while those using only disc total 5,000, says the report. Silent theatres closed total 3,830, while closed sound houses aggregate 797.

COLUMBIA SHOWS RAPID GROWTH

Because of the growing demands of its rapidly expanding interests both in the production and distribution fields, Columbia Pictures Corporation has leased an additional floor space of 14,000 feet at 729 Seventh avenue, New York. Columbia's growth has been so rapid that supplementary space was required four times during the past year alone.

The past season has seen Columbia climax ten years of noteworthy accomplishment, under the leadership of Joe Brandt, Jack Cohn and Harry Cohn, with the greatest strides forward in its existence.

Its original schedule of 20 features was supplemented by 8 Buck Jones specials, 6 Money-Getters and a number of British International Productions. Its booking contracts with RKO, Warner, Paramount, Fox, Loew and other major circuits assured the product not only of presentation on Broadway, but also in other important theatres in the country. It's international distributing system was materially expanded with the opening of several foreign offices and with the laudatory reception accorded its product abroad.

VAN BEUREN ADDS FIVE EXECUTIVES

New York — Five new executives have been added to the staff of the Van Beuren Corp., which may mean that this organization will become the principal short subject producing unit for RKO-Pathe. J. H. Turner, assistant to Hiram S. Brown, and A. J. Van Beuren have rearranged the staff.

Harry A. Scott has been engaged as general sales manager, a post similar to the one he held with Pathe for four years. Scott replaces Jesse J. Goldburg, who has been made supervisor of production. Two short subject directors have also been added. They are Clyde Elliott, who made the Knute Rockne series for Pathe, and Nat Ross, recently connected with the "Collegiate Series." Elliott will make a series of shorts abroad and Ross is now preparing material for shorts especially adapted to commercial subjects.

It is understood that Van Beuren will produce heavily for the sponsored short field. In that connection, W. V. Currie has been engaged as contract man for prospective screen advertisers.

In order to make room on the RKOPathe sales schedule for additional Van Beuren releases, the number of Pathe Audio Reviews on the 1931-32 schedule has been cut from 52 to 13. Production of both regular and sponsored shorts will be carried on by Van Beuren both in the east at the Ideal Studios, N. J., and probably at the Tec Art Studios on the coast.

A half interest in the Van Beuren Corp. is owned by RKO.

SENATOR WANTS INVESTIGATION OF FILM INDUSTRY

Washington—Relations between the film industry, particularly the producers association, and various government departments, women's and civic organizations, financial interests, etc., would be made the subject of investigation by a Senate committee under the terms of a resolution introduced by Senator Dill shortly before adjournment of the session.

No action was possible on the measure because of the approaching close of the session, nor was any effort made by its author to discuss it. The committee proposed would develop facts regarding the relations between the industry and various organizations, including the "explanation" for its apparent immunity from prosecution by the Department of Justice since 1922, the floating of securities and the activities of the copyright protection bureau.

Rowland to Par.

New York — Richard A. Rowland, who recently became a Tiffany executive, has joined Paramount as a producer at the Long Island studios, it is reported here. The moving of Rowland to the Zukor organization is seen as the forerunner of the expected deal which would merge the physical assets of Educational and Tiffany into one distributing unit.

Monogram to Have 28 Features This Year

New York—Twenty independent exchangemen met in Atlantic City last week to form the Monogram Pictures Corp., a new producing organization headed by W. Ray Johnson. The company will make 28 pictures the first year, it was announced.

Trem Carr, well known independent producer and long associated with Mr. Johnson, is vice-president of the new concern. The executive committee includes Harry H. Thomas, Herman Rifkin, James V. Ritchey, Albert Fiedler, Trem Carr and Johnston.

Western Electric recording will be used in the company's new studios in Los Angeles.

SCOLLARD VICE PRES. RKO-PATHE

New York—Announcement was made last week by Pathe Pictures, Inc., of the election of C. J. Scollard as a vice-president of the company.

In announcing the appointment of Mr. Scollard to an executive position with RKO Pathe, Lee Marcus, president of the company, expressed the pleasure of the entire company's personnel in hav-the executive head of the old Pathe company affiliated with the new RKO Pathe forces.

PICTURE BUSINESS

FOR the past three years the independent producers and distributors have had a tough row to hoe. With the coming of sound and the jumping of production costs beyond all reasonable bounds and, too, with limited production facilities and almost until the present season a very limited market insofar as available wired houses were concerned, it was no wonder that independent production lagged behind. But this business is once again on firm ground. There are more and better facilities for making independent productions; costs are back to normal again as compared with the making of silent pictures; and the theatre outlet has increased from what was at first limited to the affiliated first and second run houses to a now available market of more than 10,000 houses. And this list is being added to every week.

Independent production is more or less of a safety valve for this business. It supplies that initiative from which blossoms originality and genius.

The formation of Monogram Pictures Corporation by W. Ray Johnston and twenty independent distributors during the past week is a most timely move. The decision of this group to specialize in action pictures is commendable. There has been a dearth of this type of production since the advent of the talkies. It will help to supply a vast market of small town show houses with the kind of pictures that are virtually their life blood. With other producers specializing more or less on product that caters to the demands of the larger houses of the country Monogram will fill a long-felt need in serving the particular picture needs of Mr. Smalltown Showman.

And, if a prediction is in order, let us say that we see in this coming picture season a returning era of the independent producer and exchange and the comeback to prosperity of the old stand-bys who were able to "take the rap" and bear up under it.

* * *

THE news of the past few weeks, announcements from various producers and the tendency of their advertising—all have pointed quite clearly that the star is a big thing in pictures after all. When the talkies first came in there was a mad rush to Broadway for "names"—"names" that meant something on Broadway, but which proved to mean nothing on Mainstreet. We spoke of this at that time. There was a very natural desire on the part of all producers and an interest on the part of exhibitors to develop new picture personalities. Some of the older stars were waning in popularity; new ones had to be created to take their places. But the creative process didn't prove quite resultful enough for the effort extended and the cost involved. Stars, somehow, cannot be created. Like Topsy—they "just grow up."

So the new season will see the return to the "star system" that has been a part of this business for many years. And it will never get away from it. The box office always suffers when the attempt is made. So the surprise isn't so great to see the advertising and the propaganda that is now being spread on the stellar names that will appear on production lists of the various producers this next season. And we notice a lot of the old timers are still in the running and in the majority and mighty few of the names have come from "finds" brought out in the "new faces" era of this business.

Ben Shlyen

Briefs
THE BAND WAS THERE BUT GILDA WAS NOT
FOX CHAIN INCREASED TO ABOUT 763 HOUSES
FREE HEALTH FOR NETOCO EMPLOYEES
JOSEPH SANT PARAMOU CONTRACT
EXHIBITORS IMPRESSED

Charles "Chic" Sale moved into an office at Radio Pictures' studio last week and prepared for work on a series of two-reel funnies in which he is to be starred. According to Louis Brock, producer of short subjects at Radio, Sale's vehicles will be of the rustic nature for which he is famous.

* * *

Director Frank Borzage has rounded up the supporting cast for Will Rogers in "Cure For the Blues," and work is under way on the George Ade comedy which is being transferred to the screen by Fox Films. Fifi Dorsay, Lucien Littlefield, John T. Murray, Donald Dillaway, C. Henry Gordon and Lucile Browne are working with Rogers in this comedy which provides numerous opportunities for the star's original wit.

* * *

Western Electric portable equipment has been installed aboard H. M. S. "Renown." The ship's first cruise after the installation was to the Mediterranean and twenty feature films were taken along to assure an adequate change of program during the trip.

* * *

Paramount Sound News of Great Britain was inaugurated March 2. The English reel will have two issues a week and Geo. T. Cummins has been appointed assistant to Emanuel Cohen in charge of operations in England. Five sound units will operate in England alone in addition to others already on the Continent.

* * *

Ten thousand miles of film was used during the Radio Pictures' 1930 film program, according to William Hamilton, chief cutter. This celluloid footage would reach from California to the North Pole and have a few thousand miles left.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

" QUOTES "

ARTHUR L. MAYER
Publix District Chif

"We have found that the effort to try and satisfy everyone with what is known as 'balanced programs' has not worked out satisfactorily. Experience has shown us that it is much more profitable to pile on a corking good kid program or a complete adult-appeal program. In this way both children and adults were satisfied."

Added Attractions an Aid to Show Business

Minneapolis (week ending March 6)—Special celebrations and added attractions in a number of the loop showhouses helped to boost business the past week and trade was above par pretty much all along the line.

The thousand performance celebration for Lou Breese, popular master of ceremonies, aided the gross at the Minnesota where Nancy Carroll also was considerable of a card in "Stolen Heaven." "Kept Husbands," at the RKO Orpheum, also was well liked, but Ken Murray, on the stage vied in popularity with the screen offering. "Cimarron" finished four immense weeks at the RKO Seventh Street. "Reaching for the Moon" and "Sit Tight" at the Century and State, respectively, did moderately well. The State gave a tenth birthday party with a number of added attractions which helped to draw the crowds.

Aster—Right of Way (First National), Conrad Nagel and Loretta Young. **Business:** Fair. **Summary:** A rather slow moving dramatization of the Sir Gilbert Parker novel telling of the mis-adventures of a snobbish lawyer. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound news, comedy, serial.

Century—Reaching for the Moon (U. A.), Douglas Fairbanks and Bebe Daniels. **Business:** Good. **Summary:** The story of a woman hating stock broker who finally falls hard for a pretty girl and abandons his business to pursue her across the Atlantic. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Lyric—Fair Warning (Fox), George O'Brien. **Business:** Good. **Summary:** A Western with plenty of action and thrills. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Minnesota — Stolen Heaven (Para.), Nancy Carroll. **Business:** Good. **Summary:** Lovely Miss Carroll in the dramatic and interesting story of a boy and a girl who have one mad whirl spending twenty thousand stolen dollars. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show and sound news.

RKO Orpheum—Kept Husbands (RKO), Dorothy Mackaill and Joel McCrea. **Business:** Good. **Summary:** The romance of a millionaire's daughter and one of her father's employes; light but amusing. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news and vaudeville.

RKO Seventh Street—Cimarron (Radio), Richard Dix. **Business:** Good (fouth and final week of this smash).

State—Sit Tight (W. B.), Winnie Lightner and Joe E. Brown. **Business:** Good. **Summary:** Moderately amusing comedy in which Brown clowns as a would-be wrestler and Miss Lightner provokes some laughs as a health farm owner and trainer. **Entertainment Merits:** 75 per cent. **Short Subjects:** Universal News; Laurel-Hardy comedy; Movie Memories.

MILWAUKEE

Alhambra—"Dracula" (Universal), Bela Lugosi, David Manners. **Business:** Good (ended second week). **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel; comedy.

Garden—Reaching for the Moon (U. A.), Douglas Fairbanks, Bebe Daniels. **Business:** Good. **Summary:** A comedy of the Wall Street crash with Fairbanks strictly modern. **Entertainment Merits:** 85 per cent. **Short Subjects:** Hearst Metrotone News; Vitaphone short.

Majestic — Reaching For the Moon (U. A.), Douglas Fairbanks, Bebe Daniels. **Business:** Good. **Entertainment Merits:** 85 per cent. **Short Subjects:** Hearst Metrotone News; Vitaphone short.

Palace—Cimarron (RKO), Richard Dix), Irene Dunne. **Business:** Good (ended third week). **Entertainment Merits:** 95 per cent. **Short Subjects:** Pathe Newsreel.

Riverside—The Painted Desert (Pathe), William Boyd, Helen Twelvetrees, William Farnum. **Business:** Average. **Entertainment Merits:** 85 per cent. **Short Subjects:** Pathe Newsreel, vaudeville.

Strand — Reducing (M-G-M), Marie Dressler, Polly Moran. **Business:** Good (ended second week). **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy and Fox Newsreel.

Wisconsin — Body and Soul (Fox), Charles Farrell and Elissa Landi. **Business:** Fair. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox Movietone News.

NEW TYPE RCA IN POPULAR DEMAND BY N. W. EXHIBITOR

A rushing demand for the recently announced A.C. operated sound motion picture reproducing equipment for theatres with less than 1,000 seating capacity is reported by the Minneapolis branch of RCA Photophone. The equipment, requiring no batteries or motor generators and suitable for sound on film projection, sells for the unprecedented low price of $2,500.

During the convention of the Northwest unit of the Allied States in Minneapolis last week, the Minneapolis RCA Photophone office was thronged continually by owners of small houses in Minnesota and Dakota towns, anxious to see the equipment and learn full details of the offer. A large number of orders was received and more deals will be closed within the next few weeks.

RCA Photophone pointed out to the exhibitors that advantages of latest refinements in recording and simplicity in operation and installation characterize the new $2,500 equipment. The fact is stressed that the small theatre now is in a position to place itself on a par with the de luxe houses. Rapid expert service from the Minneapolis office is promised and purchasers are permitted to pay on time.

RCA offícals in Minneapolis predict that it is now but a matter of time before every theatre in the territory, down to the smallest, will be boasting sound equipment.

Buys Theatre

Racine, Wis. — Tom Norman, formerly connected with the Capitol and Uptown theatres here, has taken over the Rex Theatre from the Columbia Enterprises, Inc., operators of several theatres in Milwaukee.

"City Lights" in "Mil."

Milwaukee, Wis. — L. K. Brin, who just finished playing his third United Artists picture at both of his local first run houses simultaneously, opened "City Lights" at both his Garden and Majestic theatres, March 6.

Theatres Bankrupt

Racine, Wis. — The Racine Amusement Co., operators of the Capitol and Uptown theatres here, have filed a petition in bankruptcy, listing their liabilities at $27,229.38 and their assets at $60. The Capitol Theatre has been temporarily closed and the Uptown will operate under new management, it was stated.

BRIGHT BITS and NEWSY NOTES

A Minneapolis visitor of the past week was Boris Morris, head of Publix music department. He conferred with Lou Breese, orchestra conductor at the Minnesota Theatre.

* * *

Herb Gehagen, formerly exploitation and publicity man for the Paramount Theatre, St. Paul, has been assigned to a house managerial position in Duluth. It's a promotion for him. He is replaced temporarily by Don Alexander who has been working out of the main office.

* * *

When Lou Breese, master of ceremonies and pit orchestra conductor at the Minnesota Theatre, Minneapolis, took out a $50,000 life insurance last week, the house publicity staff got busy and induced the lucky insurance agent, Charles Leavitt, to run ads in the newspapers congratulating Lou on his thousandth performance celebration.

* * *

Instead of using Paramount sound news exclusively, the Minnesota Theatre, Minneapolis, ace Publix house, includes the best shots from the various services. Much favorable comment is being heard on the arrangement.

EIGHT PICTURES IN WORK AT RKO

Hollywood — Eight productions are in the process of film transition at Radio Pictures' studio.

"Bachelor Apartment," featuring Lowell Sherman, Mae Murray and Irene Dunne is in the cutting room.

"Board and Room," being directed by Gregory La Cava and featuring Dorothy Lee, Hugh Herbert and Edna May Oliver, is shooting, as is "Taveling Husbands," now being directed by Paul Sloane, featuring Evelyn Brent, Hugh Herbert, James Gleason, Frank McHugh, Stanley Fields and Mae Clarke. "Madame Julie," with Lily Damita, O. P. Heggie, Anita Louise, Lester Vail, Miriam Seegar, Ruth Weston, and Halliwell Hobbes in the cast to be directed by Victor Schertzinger will soon go into production.

Preparing are "Big Brother," Richard Dix's next starring film; "Waiting at the Church," a Technicolor picture featuring Mary Astor and Robert Ames, to be directed by Mel Brown; "Too Many Cooks" to be directed by William Seiter, featuring Bert Wheeler and Dorothy Lee; and "High River," to be directed by Richard Boleslavsky.

Northwest Unit to Fight For Allied Campaign

(Continued from page 3)

owners in numerous other sections.

"This leads me to believe that we should all turn our business over to somebody else because we don't know how to run them," declared Mr. Steffes.

Many complaints were voiced against the insufficient length of numerous of the features, necessitating a considerable expense involved in the purchase of shorts to round out a program. The consensus of opinion was that features should run at least 80 minutes and the producers will be so informed.

E. L. Richtmyer of Marshall, Minn., who is involved in litigation over a contract with one of the distributors, charged from the convention floor in the presence of the exchange manager involved that the exchange manager and salesman for the company had threatened him to build a competing house of their own in his town unless he "came to time." He promised Mr. Steffes to make an affidavit to this effect. The manager in question denied the charge. Mr. Richtmyer, a member of the Northwest unit's board of directors, asserted he would fight the dispute out in the courts to the last ditch.

After several other exhibitors had recited their complaints, Mark Miller of Cloquet, former president of the unit, expressed the view that it was poor judgment to invite the exchange managers and salesmen and then confront them with grievances which they had no opportunity to investigate and therefore could not properly defend. He felt the managers were due an apology.

Mr. Steffes said he had felt it a good idea to thresh out the grievances in the open and that the exchange managers had a similar opportunity to "put the exhibitors on the spot.

"I don't believe the exchange men have anything to hide," said Mr. Steffes. "I didn't know before whether I wanted to associate with them, but they seem a pretty decent bunch."

Workman Defends Distributors.

W. H. Workman, M-G-M branch manager and president of the Minneapolis Film Board of Trade, speaking for the exhibitors, declared "nothing can be said that possibly could hurt the managers or salesmen." He asserted that distributors adhere to their contracts rigidly, but that many exhibitors have been flagrant offenders.

"When the arbitration board was in existenc," Mr. Workman pointed out, "there were only three cases where exhibitors charged violation of contract on the distributors' part, while thousands of cases arising from the exhibitors' alleged violations were brought up for hearing.

"We not only stand ready, but do live up to our contracts. The trouble arises from trying to make the exhibitors live up to them. No exhibitor has the right to dictate to distributors the way the latter should sell their product. Any exhibitor who doesn't want to adhere to the distributor's policy need not sign a contract. Unfortunately, there is an element among the exhibitors who believe that if all the producers and distributors would be eliminated theatre operation could be made successful. Another feels that the distributor is not entitled to a reasonable percentage of what his pictures will earn.

"If the exhibitor isn't earning enough to suit him he frequently will run to the distributor and ask to have his contract torn up or demand a rebate. He feels that the exchange should carry the burden. In what other line of business does such a condition prevail? Upon investigation we usually find that we are not getting as much as we are entitled to get."

Vestal Bill Defeat, Allied's Victory

Mr. Steffes declared that the producers had one of the largest of all lobbies in Washington during the recent Congressional session. He asserted that the defeat of the Vestal bill was one of the greatest accomplishment in Allied history. He also gave Allied credit for defeating admission tax bills in the North and South Dakota state lgislatures.

There was discusion about "convention of film salesmen" in the various towns, several exhibitors complaining about being harrassed and bothered by frequent calls from salesmen.

It was declared that one Minnesota exhibitor actually has a sign on his door, "Dogs and film salesmen not admitted" and the suggestion was made that such a sign be used by exhibitors throughout the territory.

Other exhibitors defended the salesmen, however, and asserted they enjoy having the latter call.

A new system of dues was instituted, running from 15c to 25c per seat, according to the size of the town. Exhibitors who signed contracts to run one of the Allied's industrial advertising films each week were to be allowed a rebate of 5c per seat.

Mr. Steffes said that the wiring of hotels and churches is not a menace because the latter would have difficulty in obtaining product. No action was taken on a resolution aimed at such wiring.

The exhibitors were informed that Tiffany and RKO contracts and franchises were revocable on the grounds that the producers had not lived up to their ends. Several complaints were voiced against the manner in which RKO is handling "Cimarron."

Saperstein Addresses Body

Aaron Saperstein, head of the Chicago Allied unit, was present and in a talk to the members asked support for the organization and praised Mr. Steffes in the highest terms, stating that the Chicago group had been after his services. A group of five Milwaukee exhibitors were present to get the "low down" on the organization so that a similar body may be started in their city where, it was declared, the present association does not function properly because chains hold memberships.

TRANS-LUX TO USE PHOTOPHONE

New York — Specially designed RCA Photophone sound reproducing equipment modified to meet the requirements of rear projection, will be installed in the first three of the extensive circuit of theatres to be established in the principal cities of the United States by the Trans-Lux Movies Corporation of which Courtland Smith is president. Two of these theatres are to be opened in the Lefcourt building, 1619 Broadway, and the third at 625 Madison avenue, New York City.

Rear projection will be employed in all theatres operated by the Trans-Lux Movies Corporation, Photophone installations being the first in New York City since sound motion pictures were introduced. Tested in a model theatre installed at the Photophone engineering department on East Twenty-fourth street and employing the new loud speaker and directional baffle, the diffusion of sound by this system was said to have been of exceptional quality and equally diffused throughout the small auditorium.

A number of changes in the Photophone standard small theatre sound equipment were made necessary to meet the demands for rear projection, but from the booth, which is a miniature when compared with the projection booth of a large theatre, to the specially designed attachments for the reproduction of high-quality, every problem was solved and M. C. Batsel, chief engineer of RCA Photophone, Inc., is enthusiastic over the results obtained.

ANDREW DIRECTS ANOTHER FOR "U"

Hollywood—John Murray Anderson was yesterday assigned by Carl Laemmle, Jr., to direct "Lilies of Broadway," the original story by the playwright, William Hurlbut, which Universal recently bought. This will be Anderson's second screen production, and it will mark a departure in the type of production with which the famous producer has always been identified.

PARA. TO RELEASE SOUTH SEA FILM

New York — Negotiations were consummated last week for the world release by Paramount of "Tabu," a picture of primitive romance brought back to America by F. W. Murnau after an eighteen-months trip that took him 5,000 miles from civilization into the adventurous South Sea islands. Releasing arrangements were made for Paramount by S. R. Kent with Ned Marin, who has an interest in the picture.

Produced on Bora Bora in the Society Island group, "Tabu" was directed by Murnau, who turned his back upon the civilized world after critics had pronounced him one of the ten best directors in the industry in 1929. This honor, accorded by critics in the Film Daily poll, followed his direction of "Sunrise," "The Last Laugh" and "Four Devils."

"Tabu" is a dramatic love story filmed in the glamorous beauty of the tropics with a cast selected from among thousands of light skinned natives. It will bring to the screen a new and beautiful heroine, dark haired Reri, daughter of the islands. Written by Murnau and Robert J. Flaherty, the latter producer of "Nanook of the North," "Tabu" is being given a musical scoring by Dr. Hugo Reisenfeld.

'AIR POLICE" TO BE FIRST OF NEW RECORDING SYSTEM

New York — With the completion of production on "Swanee River," Sono Art-World Wide's second production in its new series of Thrill-O-Dramas, came convincing evidence of an important progressive step in the elimination of extraneous noises in sound recording. Distracting studio noises that have proved a sore spot in the making of talking pictures have been successfully excluded through a new process, an invention of Messrs. Balsley and Phillips, the two young sound engineers who were responsible for the excellent voice and sound renditions in "Swanee River."

Balsley and Phillips' patented discovery, known to the trade as a "ground eliminator," is the result of months of laboratory research. The droning hum, static and other bothersome noises that have marred sound recording in the past, have been finally conquered. Acoustic engineers, who have already witnessed the first picture to be made with the new process, pronounce "Air Police" a "noiseless talkie" its sound technically perfect. "Air Police," featuring Kenneth Harlan, Josephine Dunn, and Charles Delaney, will be released some time in April.

6 *Every Showman*

MONEY

EVERY TITLE

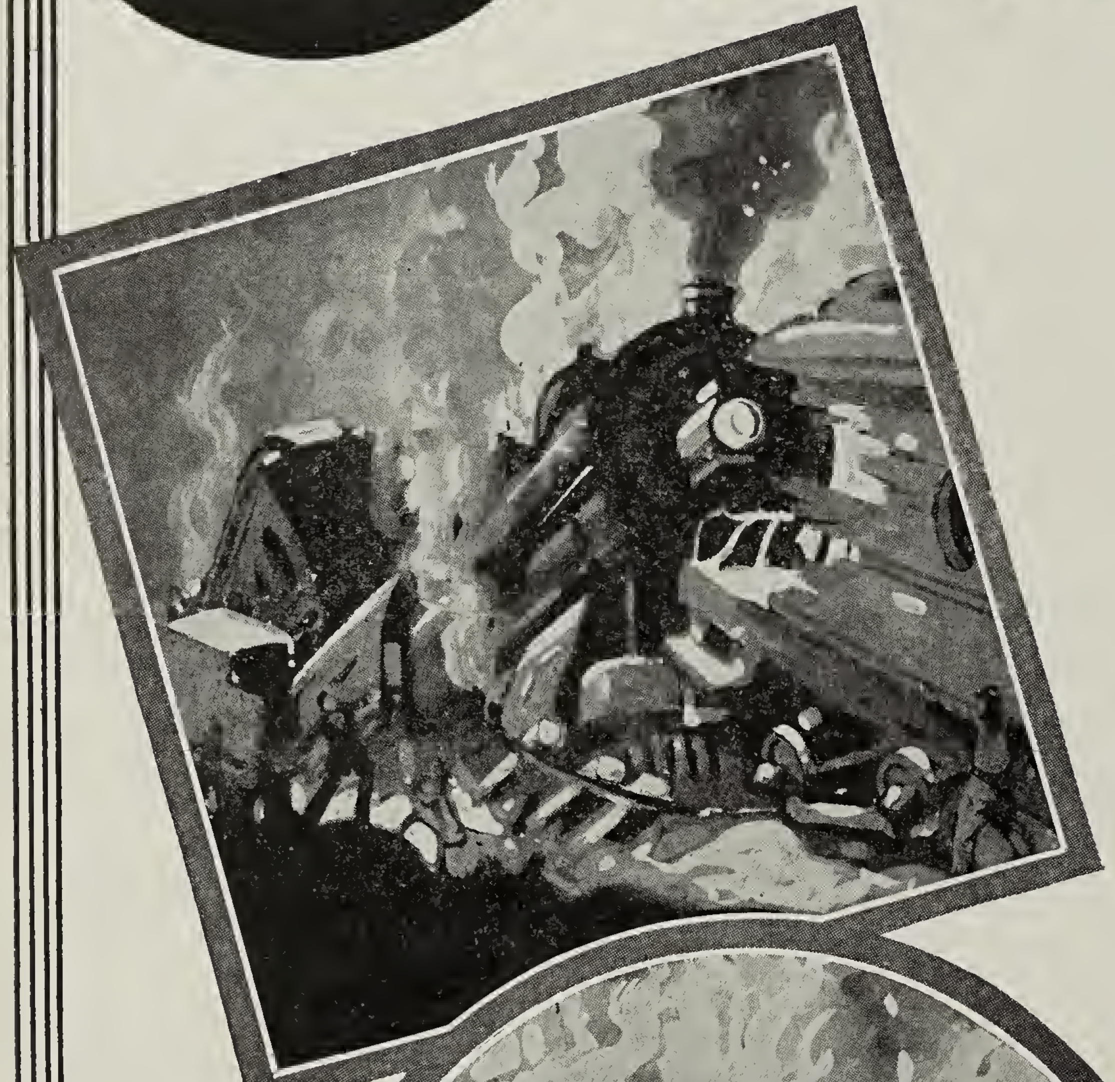
THE LIGHTNING FLYER

THE GANGSTER

HELD FOR MURDER

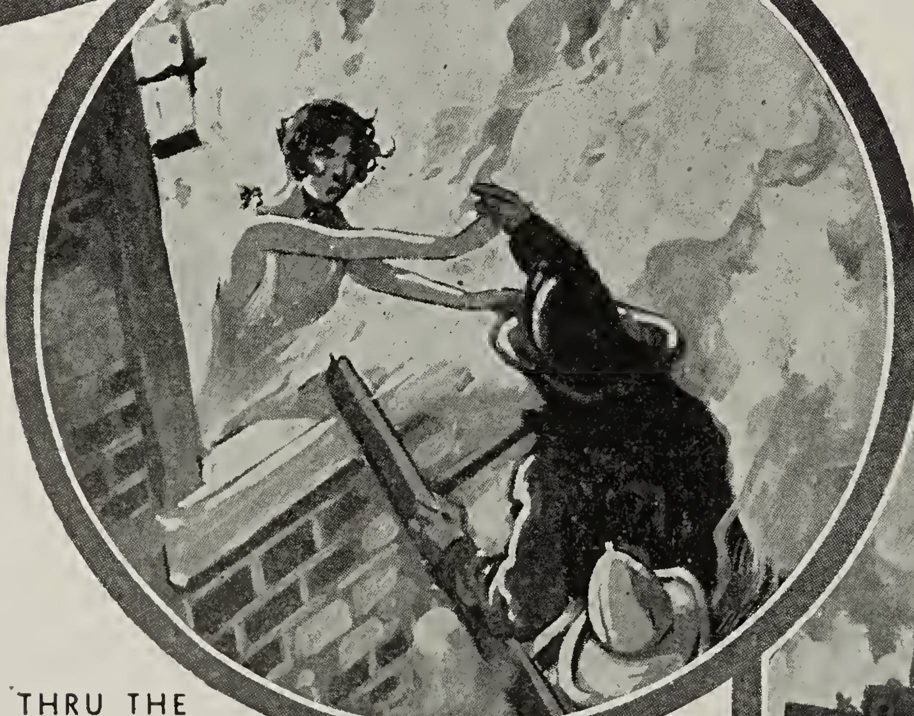
•

Six sensational super dramas packed with dynamite . . . breathless action that will hold them spellbound and amazed from beginning to end. Every one a BOX OFFICE THRILLER. Columbia anticipated the demand for pictures like these with six great productions that will stir every man, woman and child.



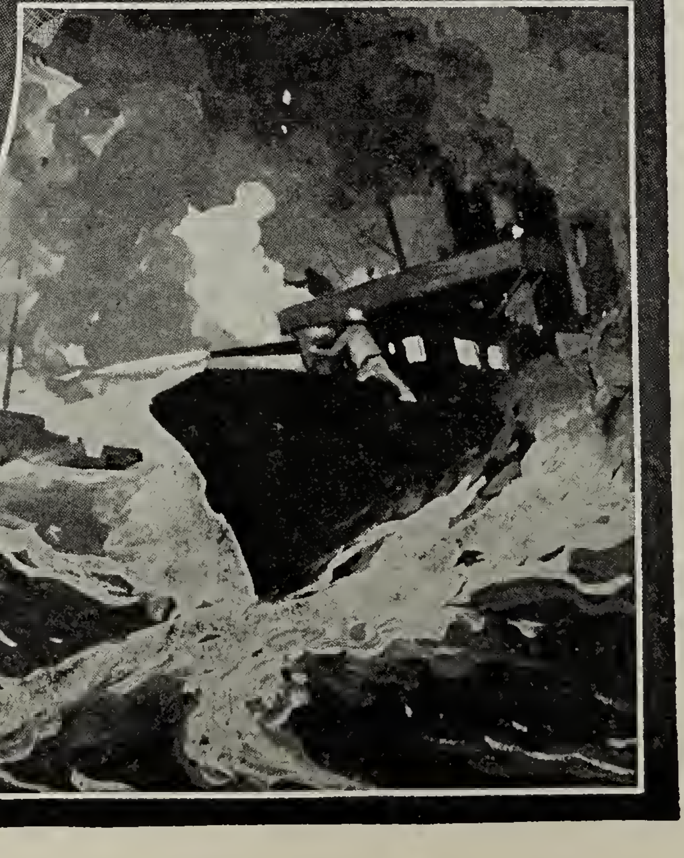
THE LIGHTNING FLYER

Mile-a-minute story of red-blooded railroad life!



THRU THE FLAMES

Sure-fire drama of stout hearts that fight red death!



THE SEA PATROL

The Coast Guard's heroic deeds on action-swept sea!

Play

and

PROSPE

wit

Needs These Great..

GETTERS

BOX OFFICE MAGNET

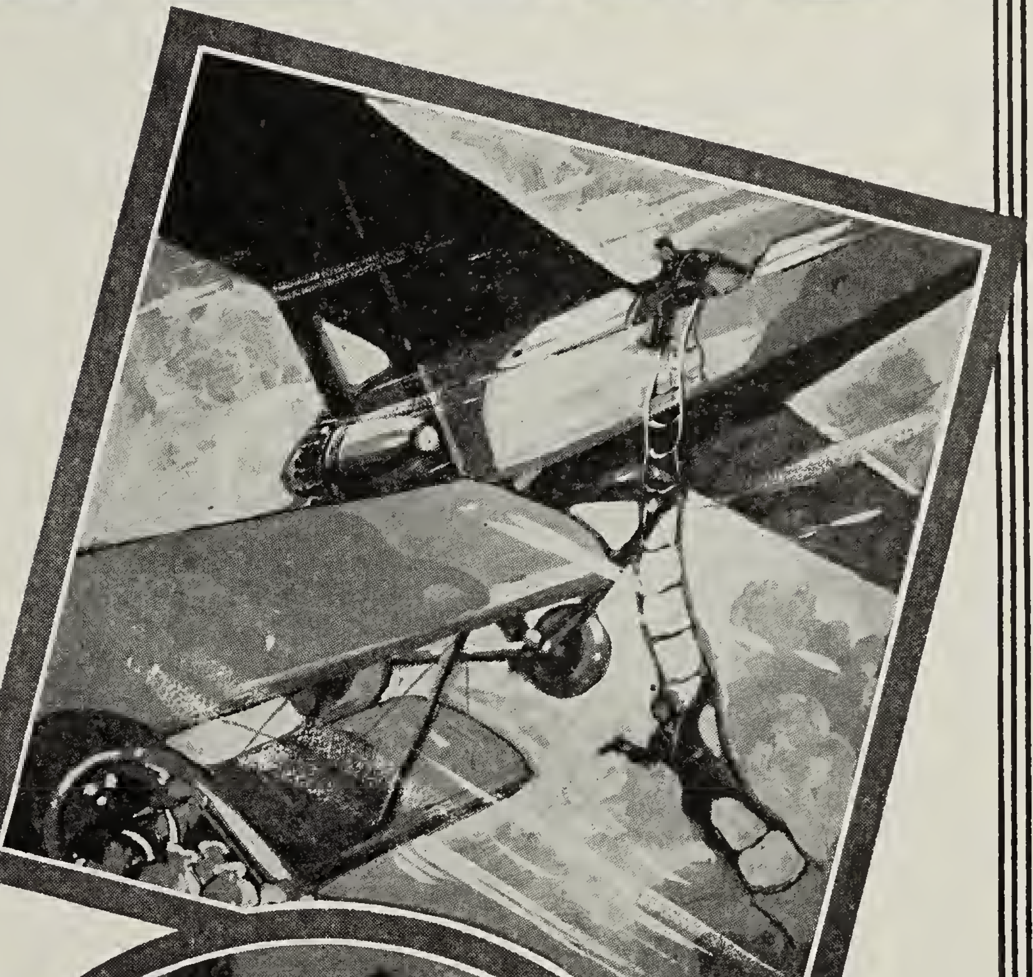
THE SEA PATROL!

THRU THE FLAMES!

THE GREAT AIR ROBBERY!

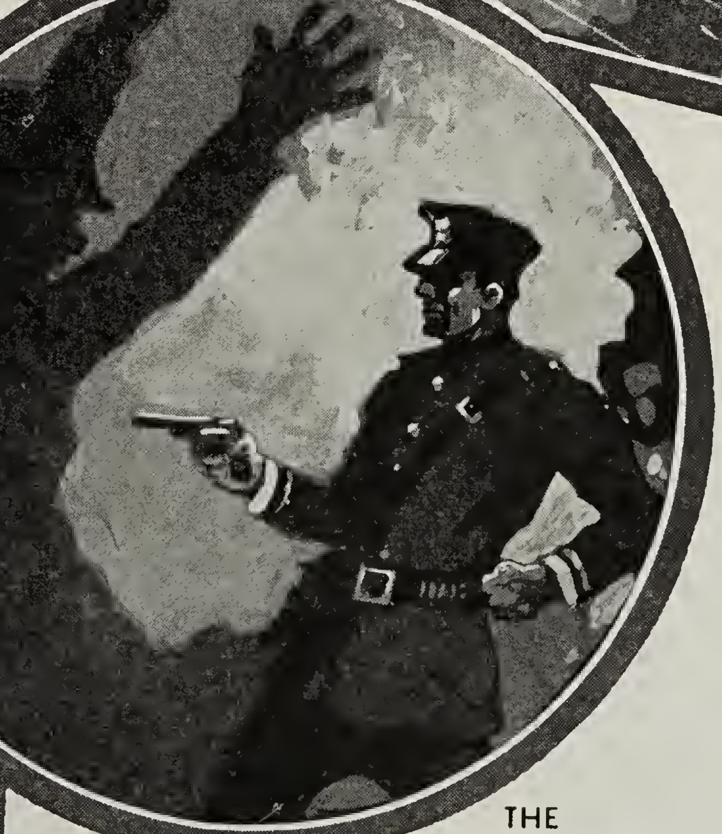
●

Flesh and blood dramas . . . exciting stories of rare adventure and glamorous romance . . . hair-raising deeds and spectacular stunts on land and sea and air . . . famous casts and ace directors. Screen dramas with the pep and punch which Columbia knows best how to put into action pictures.



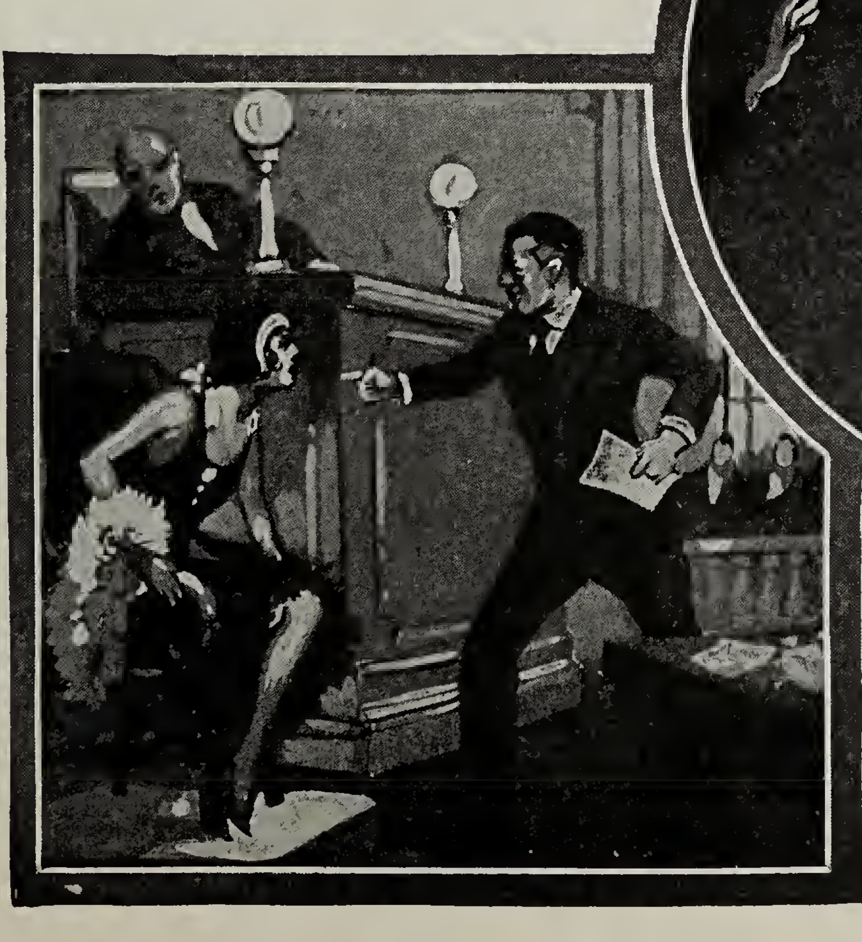
THE GREAT AIR ROBBERY

Daring exploits of Cloud aces in Sky spectacle!



THE GANGSTER

The underworld against the cops in thrill epic!



HELD FOR MURDER

Mystery and intrigue of world's strangest crime!

these

COLUMBIA PICTURES

R-C-A'S New Photophone Unit

Developed For Small Theatres

RCA PHOTOPHONE is making a strong bid for small theatre business through its new development, the "standard size theatre equipment." This equipment is said to be the first satisfactory all AC operated sound reproducer and is designed for theatres of 1,000 seating capacity and under, for sound-on-film projection. The equipment sells for $2,500.

Description of Apparatus

The soundhead developed for this new reproducing unit is contained within an all-metal housing which sets upon the projector. The principal parts are the exciter lamp, the optical system, the photo-electric cell, the sound gate and the condensing lens. The 5 amp. exciter lamp is mounted in a removable bracket and may be replaced quickly and easily. The optical system has been carefully designed and manufactured. An outstanding feature is that the exciter lamp does not have to be accurately focused with respect to the optical system.

A condensing lens mounted directly in front of the sound track collects the light from the scanning beam as it passes through the gate and converges it into the photo-cell. A photo-cell housing is attached to the front of the soundhead and contains a standard UX socket for photo-cell mounting, a rheostat and ammeter for exciter lamp control, the shielded photo-cell transformer and a terminal strip for interapparatus connections. An opening in the top of the housing is provided with a removable cover to permit access to the photo-cell. The pow-cell, first employed by RCA Photophone, Inc., together with its associated transformer make the use of a soundhead amplifier unnecessary.

An "impedance roller" with a fly-wheel assembly, not coupled mechanically to any part of the soundhead, but revolving independently in ball bearings, is driven by the film which moves at constant speed past the sound gate. The film after passing through the sound gate is looped around this impedance roller and next threaded through the "sound sprocket" which is of special design.

Driving Motor

The type of motor to be supplied will depend upon the available power supply. DC motors are of the speed regulated type. AC motors are of the constant speed type and neither requires the use of complicated control devices. Suitable mounting brackets are supplied.

Sound Changeover

For sound changeover or the switching of sound from one projector to another a relay is used which is controlled by a switch conveniently mounted at each projector. The relay instantly transfers the amplifier input to the other projector. A particularly novel feature of this device is that the sound changeover simultaneously turns on the exciter lamp of the projector to which the amplifier input is transferred. This prevents the possibility of losing sound through neglect on the part of the projectionist to turn on the exciter lamp and also doubles the life of the exciter lamp which is only lighted when in use. The switch used to control the changeover has an "OFF" position which can be used when censorship requires the deletion of certain parts of a picture.

Reproducing Amplifier

The amplifier designed for Standard Size equipment operates from 105-125 volts, 50-60 cycles, AC. Its use on other types of power supply will necessitate the addition of converting equipment. The amplifier is of the unit panel type, each unit being assembled on separate panels and mounted one above the other in a strong pressed steel, rigidly supported, welded channel rack. The overall dimensions are 63⅝ inches high, 20 inches wide and 11 inches deep. The switching panel in the amplifier contains one flush type tumbler switch which controls the entire power supply to the various panels. To energize the equipment it is merely necessary to throw this single control. With this amplifier it is not necessary to adjust any voltages through the use of rheostats such as are used on battery operated or motor-generator operated amplifiers.

Monitoring Loudspeaker

The monitor loudspeaker, with volume control, consists of an 8 inch dynamic cone unit mounted on a flat metal baffle 15 inches square.

The stage speaker is a 6-inch dynamic cone unit equipped with a 37 inch directional baffle. This loudspeaker is conceded to be the most thoroughly satisfactory unit of its kind that has been produced. The range of frequencies which it reproduces is much wider than that of other speakers and its response is much more uniform.

Directional Baffle

The directional baffle accompanying Standard Size equipment is the newest 37-inch baffle especially designed for use in small theatres where the available space behind the screen is limited.

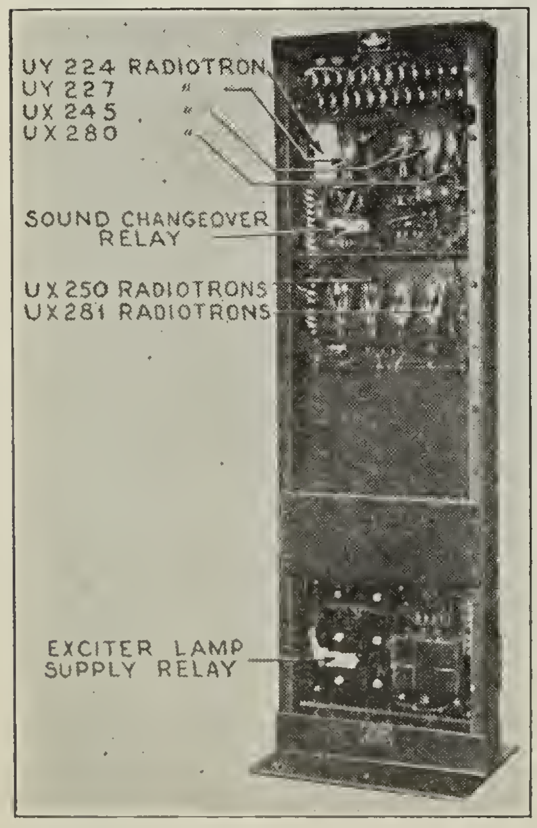
CHARLES PADDOCK SIGNED BY "U"

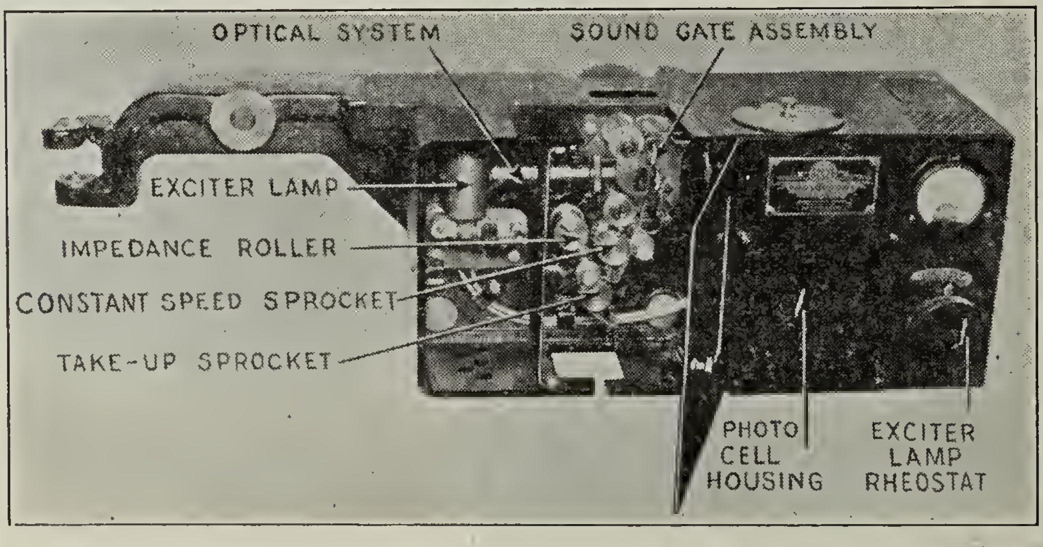
Hollywood — Charles Paddock, world famous runner and Olympic champion, and known as the "fastest human," was signed last week by Universal to appear in a series of sports subjects dealing with the Olympic games.

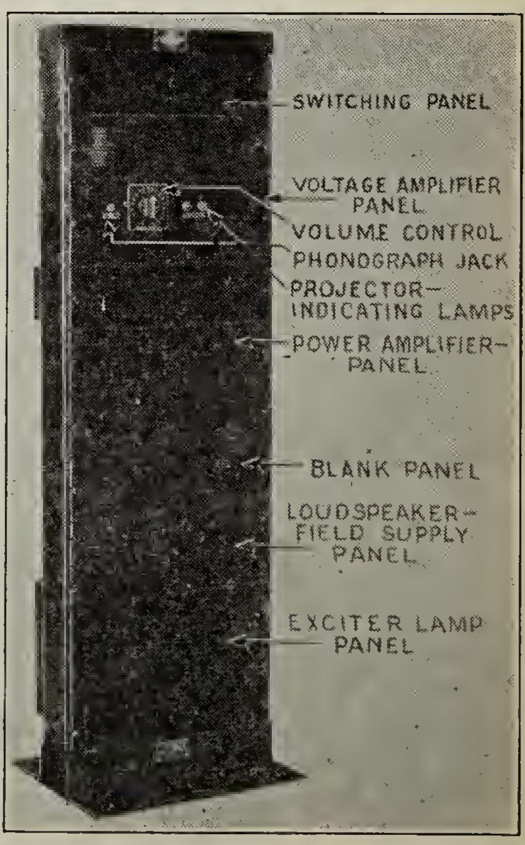
In becoming a screen star, Paddock will work without any compensation and thus will retain his amateur standing. The pictures will deal entirely with the Olympic games and will be designed to create the spirit of true sport among younger athletes to which effort Paddock has determined to devote the remainder of his life.

The Paddock series will be part of the Christy Walsh all-American Sports Subjects, in which Knute Rockne and Babe Ruth, previously signed, will also appear.

The contract with Paddock, stipulating at his own insistence, that he shall not receive any salary for his screen appearances, is probably the first contract of the sort on record.







The diagram in the center shows the sound head of the new AC RCA Photophone sound-on-film equipment for small theatres. An interior view of the amplifier is shown on the left while a front view of the amplifier is on the right.

ARE YOU AN "EASY" BUYER OF THEATRE EQUIPMENT?

WHEN a theatre supply house tells you this or that piece of equipment is "better" what is your reaction?

If you are an "easy" buyer you take the claim hook, line and sinker—but there are mighty few such "easy" buyers left in the theatre field. Affiliated Theatre Supply Dealers, doing business with over 80 per cent of the theatres throughout the country, offer equipment on a price-and-quality-comparison basis. The wise buyer of theatre equipment makes sure, **before** he buys, that what he pays his money for is the equipment he needs, the quality he needs, and that the price is right, in line with quality and performance.

EVERY Affiliated Theatre Supply Dealer buys for his store stock with these thoughts uppermost in mind: To **sell** equipment we must **buy** right ourselves. We have the whole theatre equipment manufacturing field to choose from. We are bound by no rigid ties to any manufacturer. We are obligated only to our customers. We must deliver to our customers theatre equipment that will stand every test of price and quality—equipment on which we can fearlessly tell our customers, compare this, quality for quality, price for price, with anything else that may be offered you. Let our merchandise, not our salesmanship, be the deciding factor in what you buy from us.

You can buy higher-priced equipment, from booth to screen, than you will find in any A. T. S. D. store—but higher prices do not prove higher quality, nor does paying the higher price prove you to be a wise buyer. You will depend on the independent in the end!

The Sign of Service AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS *The Mark of Value*

A Nation Wide Organization of Independently Owned Stores

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Charlotte, N. C.: Carolina Theatre Supply Co., 206 So. Poplar St.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 1705 E. 21st St.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington, D. C.: Ben Lust Theatre Supplies, 308 2nd St.

WELDED WIRE

SOUND REELS

A Reel For Every Purpose

THREE TYPES

TYPE 'A' - ONE PIECE - ALL WELDED
10 in. with 2 in. Drum — 11 in. with 5 in. Drum
14 in. with 4 in. Drum — 15 in. with 5 in. Drum

TYPE 'B'-THREE PIECE-BAKELITE DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

TYPE 'C' - THREE PIECE - METAL DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

All Reels---Bright Cadmium Plated

Special Reels For Wide Film

WRITE US FOR QUOTATIONS ON OUR PRODUCTS

Universal Electric Welding Co.
90 Webster Ave., Long Island City, N. Y.

"Penn Acoustical Felt"

—AND—

"Penn Felt Carpet Linings"

100% ALL HAIR PRODUCT

Odorless, Moth and Vermin-proof and

FIRE RESISTANT

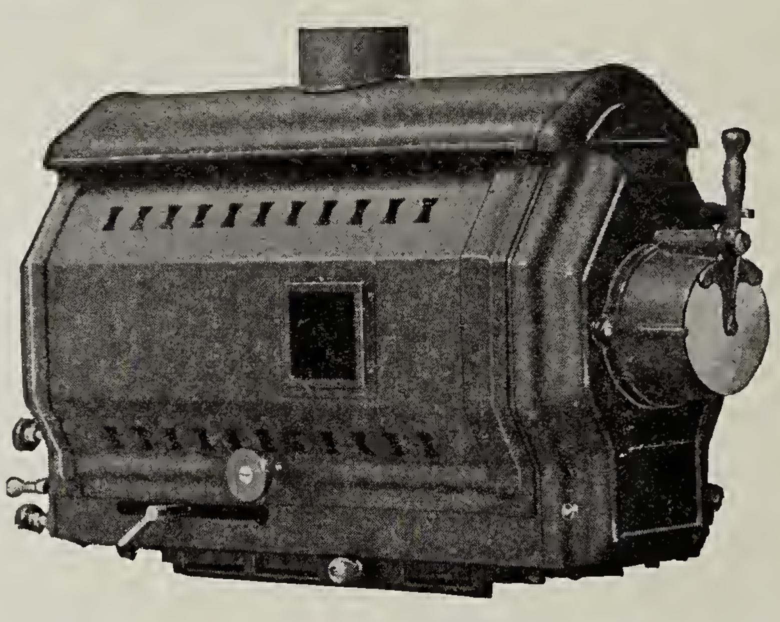
Manufactured in any width up to 9 ft. by 60 ft.—Seamless.
Samples and prices on request.

Manufactured by:

WM. SCHOLES & SONS, INC.
2nd & Indiana Ave. Philadelphia, Pa.

Better Screen Results
with

Brenkert



LOW INTENSITY REFLECTOR LAMPS

In Use from Coast to Coast
Ask any BRENKERT User

Sold by Progressive Independent
Supply Dealers Throughout the
United States and Canada.

write for literature and name of dealer

A
Brenkert
PRODUCT

CORRECT DESIGN—PRECISION CONSTRUCTION

BRENKERT LIGHT PROJECTION CO.
Engineers & Manufacturers
ST. AUBIN AT EAST GRAND BLVD., DETROIT

Vocalite Sound Screen
The Perfect Screen for Eye and Ear

Sold by all good dealers all over the world

Easy, convenient time payments if you desire.

The New Super-Lite PERFORATED Sound Screen

Perfect Light
Better Sound
Third Dimension

VOCALITE and Superlite Sound Screens have reputations of long standing. . . . To thousands of exhibitors all over the world the names of Vocalite and Superlite have come to mean: Quality . . . . Perfect Light . . . Natural Sound . . . Honest Value . . . Sold by all good dealers all over the world. Easy, convenient, Time Payments, if you so desire . . .

BEADED SCREEN CORP.

Factory
ROOSEVELT, N. Y.

Office
47 W. 24th ST., NEW YORK

COOLING
TODAYS MODERN THEATRES
➤➤ THE COMMANDER
THE SUPREME ◄◄
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

A SUGGESTION to our DEALERS!

Help the Progress of the Schools.

Introduce Radio Mats to Them.

RADIO-MAT PATENTED

RADIO-MAT SLIDE CO. MAKERS

NEW YORK

Every school now-a-days teaches by the visual instruction method.

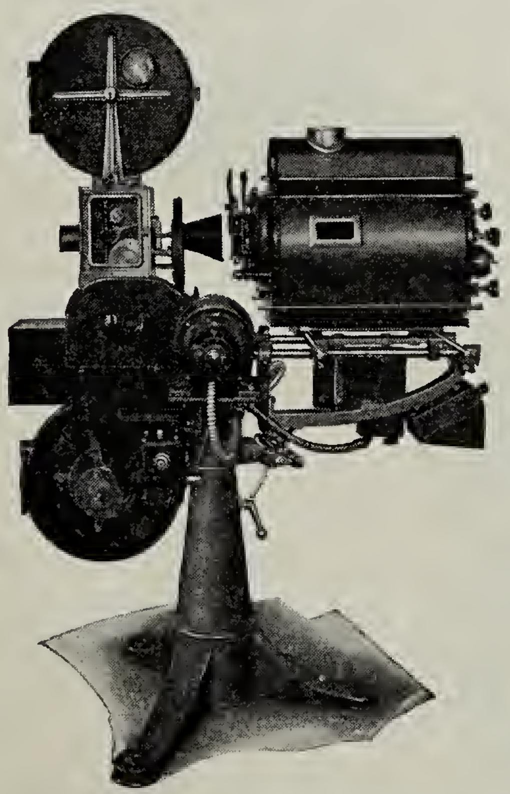
THEY MUST HAVE RADIO MATS

Be sure you get their business and they get Radio Mats.

IS THE STATIONERY OF THE SCREEN

RADIO-MAT SLIDE CO., Inc., Manufacturers New York City

Announcing New Model "U"



Model "U"
Showing Its Application to RCA Photophone

Superior Projector

Universally Adapted to All Types of SOUND REPRODUCER EQUIPMENT for Either Film or Disc Recording.

Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.

Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by
Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

DRACULA

Universal—78 Mins.

Cast: Bela Lugosi, David Manners, Helen Chandler, Dwight Frye, Edward Van Sloan, Merbert Bunston, Joan Standing, Moon Carroll, Frances Dade, Josephine Velez. Directed by Tod Browning.

This attraction, without a doubt, should prove a box office sensation, for it is the type of mystery thriller that will be the talk of the town wherever it is played. Many who have not read the book or seen the popular stage play will not want to miss this spine-tingling drama of gruesome happenings.

Those who have been fortunate to have read the book or seen the stage success will be more than anxious to see the screen version. As a movie "Dracula" is even more hair-raising. Bela Lugosi, of the original cast, in the title role, makes the part extremely convincing and horrible.

Exhibitors will find limitless ways in putting over this fantastic mystery production about human vampires and supernatural, morbid occurrences.—L. S.

Unfaithful

Paramount—85 Minutes

Cast: Ruth Chatterton, Paul Lukas, Paul Cavanagh, Juliette Compton, Donald Cook, Emily Fitzroy, Leslie Palmer, Sid Saylor, Bruce Warren, Arnold Lucy, Dennis D'Auburn, Ambrose Barker, Stella Moore, Capt. George Jackson, Eric Kalkhurst, Douglas Gilmore, Jack Richardson, Donald MacKenzie. Directed by John Cromwell.

This photoplay is highly sophisticated. The opus has been expertly directed and further establishes Ruth Chatterton as a brilliant character actress. For children there would be hardly any interest and most of them would either walk out or go to sleep because of too much dialogue and lack of action.

The story is about a woman married to a Britain who is unfaithful to her and secretly in love with her brother's wife. Ruth goes in for a life of merry-making after discovering this. Her wild parties soon become the talk of the town. Then a handsome artist from France comes into her life. She becomes interested in the artist bcause he is the only person who tries to understand her.

The twist in the story comes when her husband is killed in an automobile crash while out in a dense fog with Gemma Houston, "the other woman," played by Juliette Compton. Ruth makes up a story that she is the center of the blame to keep her brother from knowing the truth. The newspapers carry the story to that effect, but she is happy in the realization that her brother knows nothing of his wife's affair. The picture ends with a fadeout of her and the artist as her new husband, together with a new life before them.

Paul Cavanagh as the first husband plays the part as the writer intended the portrayal to be. Paul Lucas as the artist does convincingly. The photoplay is exceptionally well done.—Jesse.

Many a Slip

Universal—74 Minutes

Cast: Joan Bennett, Lew Ayres, Slim Summerville, Ben Alexander, Virginia Sale, Roscoe Karns, Vivien Oakland, J. C. Nugent. Directed by Vin Moore.

This picture of youth and modern marriage should generally please, although the story is weak and the direction is not up to high standard. Personally, we like Lew Ayres better in roles requiring more action. But that's only our personal opinion. Others may like Ayres in this type of role. Joan Bennett capably acts the part of a very modern girl.

After the story gets started it becomes fairly engrossing. What there is to the threadbare plot the players display diligent effort to overcome this defect. The plot is built around a young girl who falls very much in love with a young man who doesn't believe in marriage. In order to win him the girl tells her mother she has been "ruined." The young man, believing himself about to become a father, marries the girl. Strangely enough he has been really seriously in love with the girl. Later, when he learns the truth about the matter he feels disgusted with the girl's whole family and thinks he has been played for a fool. The couple is finally brought together again by the girl's family.

J. C. Nugent as the girl's father, gives a very convincing performance. The part fits him to a T. Roscoe Karns, as Lew's close chum, adds a bit of spice to the picture in a role typical of his mannerisms. We can't predict how this photoplay will do at the box office, but exhibitors who play it can feature Slim Summerville and Virginia Sale as a new comedy team. Both are good for quite a few laughs.—Jesse.

June Moon

Paramount—70 Minutes

Cast: Jack Oakie, Frances Dee, Wynne Gibson, Harry Akst, June MacCloy, Ernest Wood, Harold Waldridge, Sam Hardy, Jean Bary, Ethel Sutherland, Frank Darien, Eddie Dunn. Directed by A. Edward Sutherland.

Here's a picture, though not a special, it is good entertainment for most of the Oakie fans. Nevertheless, the photoplay is entertaining and will hold the audience's interest. At least it isn't another musical comedy and the story runs true to life. Isn't that something these days, Mr. Exhibitor?

In the film we find Oakie as a young man from Schenectady on his way to New York City. On the train he meets a young woman who is traveling alone, also headed for the big city. When they get to New York the girl discovers that Oakie is an aspiring song writer and thinks he is "just wonderful." She is really in love with him, but Oakie , too stupid to realize it, lets a blonde play him for a sap when she finds out that he has a little money saved. Jack finally gets wise to himself and although he doesn't win success as a song writer he finds his first sweetheart waiting for him willing to go back to Schenectady as his wife.

Frances Dee as the girl in the case is a sweet young thing, and Wynne Gibson as the wife of a struggling songwriter delivers an excellent performance. —J. S.

STRONG delivers the light!

STRONG

High Intensity
Automatic
Reflector
Arc
Lamps

When you buy a Strong Lamp you buy the very latest type equipment.

For Sale by Independent Supply Dealers

The Strong Electric Corporation
2501 LAGRANGE ST., TOLEDO, OHIO
Export Off.: 44 Whitehall St., New York City, N. Y.

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

KEYSTONE disc talking equipment; perfect condition; sell cheap; can hear now Baltis Theatre, 35th and Indiana, Kansas City, Mo. 3-10

2,000 — Beautiful New Spring Cushion chairs at drastic low prices. C. G. Demel, 845 South State. St., Chicago. 3-31

TWO SIMPLEX (1929), electric piano, 275 chairs, booth. Bargain. 1715 Carson St., Pittsburgh, Pa. (Mr. Semelrock) 3-10

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

WANTED — 200 upholstered chairs. Linwood Theatre, Pawnee City, Neb. 3-10

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

HELP WANTED

SALESMEN to sell the only absolutely fool proof magazine fire protector on the market; prevents fire from entering the upper magazine of the projector; sells on demonstration. Write for open territory and demonstrator. Magazine Fire Protector Co., 103 North Rowan Ave., Los Angeles, Cal. tf

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXHIBITORS! Do you need a real projectionist? Or a live-wire young man to manage your theatre? Know the show business from A to Z. Married, reliable and know how to get business. G. W. Wooten, Yorktown, Texas. 3-10

PROJECTIONIST — Western Electric cards; any equipment; go anywhere. Box 359, Associated Publications. 3-10

AT LIBERTY—Manager, capable of lobby displaying, sign painting; married, reliable. Reason for this ad: theatre destroyed by fire. Write or wire, Jack Cooper, Oakford Theatre, Richmond, West Va. 3-10

THEATRE POSTER ARTIST—Four years' experience; two years college. Write H. A. Houston, Burlington Junction, Mo. 3-10

POPCORN

SOUTH AMERICAN Gold Nugget popcorn; 50-pound cans, $6.50; 100-pound bags, $12.00. Popping condition guaranteed. Douglas Company, Box D7631, Kansas City, Mo. 3-10

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) { 10c a word; 4 insertions at price of 3

Kindly insert the following want ad_________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

Little Tips To BIG Things

Always Mention Associated Publications In Writing to Advertisers

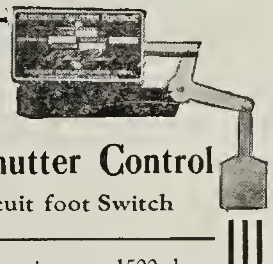
Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS

"Thide"



Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

DOWSER MFG. CO.
691 Lincoln Place -:- Brooklyn. New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 608 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. .....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. ......1910 K St. N. W.

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL
KOOLER-AIRE
NATURE'S REFRIGERATION

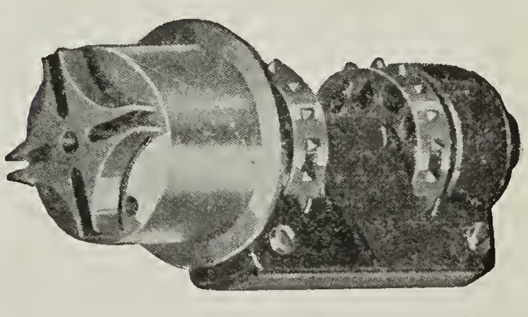
AN ASSET To Your EASTER WEEK SHOW
Our Sound and Music
NOVELTY EASTER GREETING TRAILER
is a
HOLIDAY FEATURE

NATIONAL SCREEN SERVICE CORP.
126-130 West 46th Street,
NEW YORK
Also: Chicago - Dallas
Los Angeles.

N·A·N FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.
MINUSA SOUND SCREEN
For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Unbelievable But True!

A Genuine NEON SIGN for Only.... **$25.00**

YOUR
DAILY SPECIALS OR
MERCHANDISE YOU
WISH TO FEATURE
MAY BE ADVERTISED
ON CARDS IN THIS
SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.

CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899

THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street KANSAS CITY, MO.

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., MARCH 17, 1931 Number 17

THE
BUY
of
THE
MONTH

SONO ART-WORLD WIDE PICTURES INC.

A THRILL-O-DRAMA

"AIR POLICE"

REPLETE WITH SMASHING ACTION, ROMANCE, VIVID DRAMA

FEATURING: KENNETH HARLAN, JOSEPHINE DUNN, CHAS. DELANEY

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

'CIM' ROARS ON AS
LINE UP FOR BOX

SPRING SIX SWING INTO B. O. ACTION

Titan smash attractions bulging toward the nation's screens . . . . . .

1 BERT WHEELER, ROBT. WOOLSEY IN "CRACKED NUTS" . . . . .

2 LOWELL SHERMAN, IRENE DUNNE IN "BACHELOR APARTMENT" . .

3 MARY ASTOR AND ROBT. AMES IN "BEHIND OFFICE DOORS" . .

4 A. A. MILNE'S "PERFECT ALIBI" B'WAY LONG RUN LEGIT HIT . .

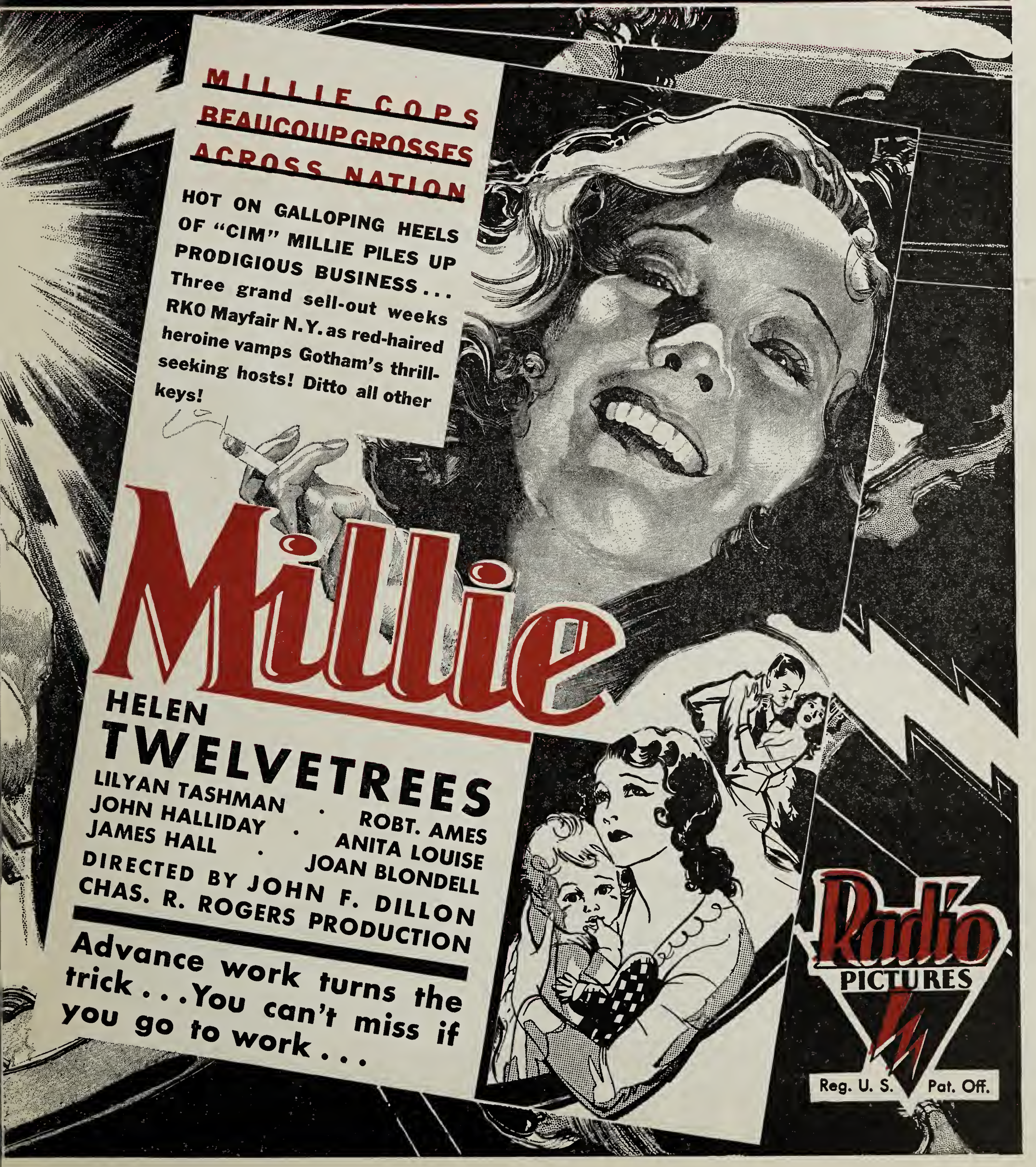
5 "THE W PLAN" ONE OF YEAR'S GREAT WAR DRAMAS . . . .

6 "KEPT HUSBANDS" WITH DOROTHY MACKAILL, JOEL McCREA

RADIO TITAN SWEEPS SKIES!

Radio Pictures gives you dynamic backing on the air. Four RKO-Radio Picture broadcasts a week give you more radio ticket-selling support than all other companies combined. Tune in RKO Theatre of the Air Friday nights NBC red network, WEAF, New York at 10:30. Also Tuesday, Friday and Saturday at 12 noon over WJZ. The Drama of Titan Shows Carried Into Millions of American Homes.

NEW TITAN HITS OFFICE DRIVE!



MILLIE COPS BEAUCOUP GROSSES ACROSS NATION

HOT ON GALLOPING HEELS OF "CIM" MILLIE PILES UP PRODIGIOUS BUSINESS ... Three grand sell-out weeks RKO Mayfair N.Y. as red-haired heroine vamps Gotham's thrill-seeking hosts! Ditto all other keys!

Millie

HELEN
TWELVETREES

LILYAN TASHMAN . ROBT. AMES
JOHN HALLIDAY . ANITA LOUISE
JAMES HALL . JOAN BLONDELL
DIRECTED BY JOHN F. DILLON
CHAS. R. ROGERS PRODUCTION

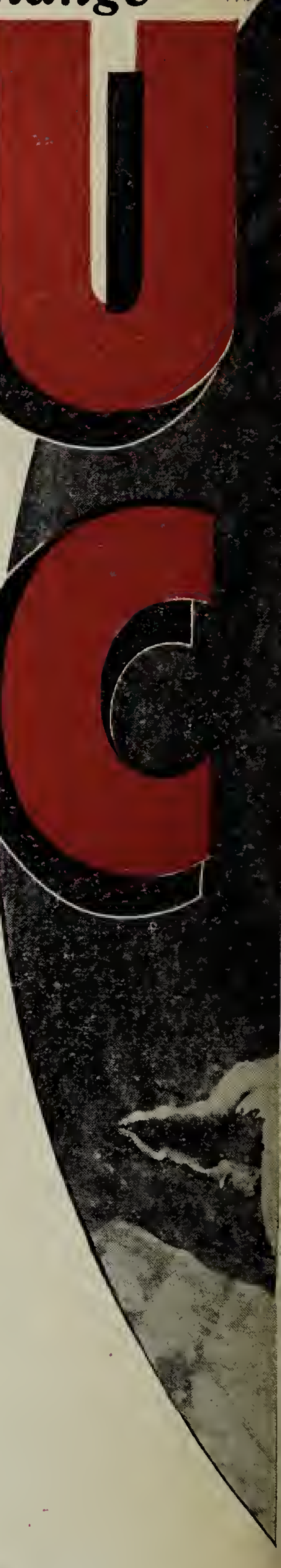
Advance work turns the trick . . . You can't miss if you go to work . . .

Radio
PICTURES
Reg. U. S. Pat. Off.

AT LAST! VITAPHONE BRINGS AFRICA'S STRANGEST MYSTERIES TO YOUR SCREEN!

NOW AVAILABLE Through Your WARNER BROS. Exchange—

ADVENTU
IN AFRIC



Nothing like it has ever been filmed before. Because no white man has ever dared penetrate so deep into the African wilderness. Close-ups of jungle animals at death grips! Savages on the war path! Strange customs of hidden tribes. Hair-raising scenes! Thrill-packed moments where life hangs in the balance!

A SERIES OF
12 - 2 REEL SHORTS

Each a complete story! With Talking!

ONE OF THE REASONS WHY **VITAPHONE** REG. TRADE MARK **LEADS THE FIELD OF SHORTS**

Two years in the making

Produced under the supervision of Wyant D. Hubbard, Fellow of the American Geographical Society. W. Earle Frank, cameraman.

Wild savages draw their poisoned spears.

One of the jungle tribes.

◆ ◆

MOVIE AGE

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

M. E. CUFFEL
Editor and Manager

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

Comedies and Westerns Wanted in Small Towns, Survey Shows

MINNESOTA and North and South Dakota exhibitors who attended the Allied States convention in Minneapolis, asserted that movie patrons in the smaller northwest towns prefer comedies, comedy dramas and Westerns. Serious and heavy dramas or the lighter, sophisticated fare is not wanted, according to the exhibitors. The crying demand is for the sort of entertainment that will make people forget their financial and other troubles the exhibitors declared. Unhappy endings, they asserted, are a distinct detriment.

Due to depressed agricultural conditions, business in most of tht towns is not so good as it was at the corresponding time a year ago, a Movie Age survey indicated. The majority of fans evidently have less money than hitherto to spend on their entertainment and they "shop" carefully, according to the exhibitors. Strong pictures always will do good business, but mediocre product invariably is run at a loss to the theatre, the exhibitors said.

"We only can get the folks out for the good pictures," said G. W. Johnson of Red Wing. "A year ago, when sound was a novelty, they took them all in. Now, with the novelty worn off and times harder, they 'shop.' Attendance is considerably under that of last year."

Similar reports were made by E. S. Noreen, Hutchinson, Minn.; H. B. Smoots, Little Falls, Minn.; John Milner, Spring Valley, Minn.; E. A. Milner, Hastings, Minn.; E. J. Laquer, Hankinson, N. D.; Mike DeFea, Wheaton, Minn., and Stanley Smith, Sisseton, N. D.

Mr. Smoots says the customers still want a little spice and do not desire to have sex stuff tabooed entirely, but they want their sex presented in a refined manner and they eschew downright dirt and vulgarity. He is encouraged by the fact that good pictures still are able "to get the money."

There is little or no money in the country towns, on account of the farmers' plight, according to Mr. Smith. He believes the small town fans are more critical than those of the larger cities because they spend more time reading the movie magazines.

"The Cohens and Kellys in Africa" on Monday night, the poorest of the week ordinarily, drew better in Little Falls than "Abraham Lincoln" on Lincoln's birthday, indicating the public wants comedy instead of heavy, serious drama, according to Mr. Noreen.

Lower film rentals and other cuts in operation costs help to off-set the smaller business, the exhibitors stated.

VAUDEVILLE "WAR" STILL ON

Publix and RKO still are scrapping in Minneapolis as a result of the use of the word "vaudeville" by the ace Publix house, the Minnesota, in describing its stage entertainment.

Retaliating against the RKO Orpheum because of the latter's screen and lobby "warning" and newspaper ad "caution" that real vaudeville only can be witnessed at the RKO theatre, the Minnesota came out with a newspaper ad that carried the word "vaudeville" in large letters clear across its top.

"More stare, more names than we can put in electric lights," read another sub-head of the Minnesota ad.

"Take the word of the crowds that packed the Minnesota's 4,200 seats all day Saturday and Sunday, who broke the rapid-fire succession of big stage acts with long rounds of applause, who saw in 'Stolen Heaven' the kind of picture that clings to heart and memory!" continued the ad. "They say come to the Minnesota and be royally entertained."

Minnesota stage shows are Publix units and formerly were designated by some title similar to that given to a musical comedy.

TRANSFER LORENZ TO MILWAUKEE

Jack Lorenz, for many years assistant exchange manager of the Fox Film Co., in Minneapolis, has been transferred to the Fox Milwaukee exchange in the same capacity. N. F. Hall, cashier of the Minneapolis Fox exchange, was promoted to office manager, succeeding Lorenz. I. G. Good, formerly with Publix, assumes Hall's duties.

Happy "Peddlers"

RKO film salesmen in Minneapolis are jubilant over the company's decision to send them to the annual convention this summer. This probably will mean a trip to Los Angeles, as the meeting is planned for the California metropolis. Mike Frisch, exchange manager, has just returned from a conference in Chicago where he received many congratulations over the fine sales' showing being made by the local RKO branch.

COLUMBIA "SITS PRETTY"—MARCUS

With practically every situation in the territory closed, Columbia pictures are sitting pretty, Ben Marcus, exchange manager, reports.

"Our new pictures are going over splendidly throughout the territory and we're well set on distribution," said Mr. Marcus.

Due to the demand for action and melodramatic pictures, Columbia is now selling 13 extra thrillers in addition to its regular product. Among the pictures are "Ten Cents a Dance," starring Barbara Stanwyck. This latter picture is now playing the RKO Orpheum Theatre in Minneapolis.

SONO-ART PRODUCT IN PUBLIX HOUSES

Sono Art's Minneapolis branch exchange has closed with Publix for a number of pictures to be shown throughout the Northwest circuit, H. V. Johnson, exchange manager, announces.

Among the Sono Art pictures bought by Publix for its Northwest houses are "Damaged Love," which gives every indication of being one of the season's outstanding box-office hits; "The Costello Case," Edward Everett Horton's "Once a Gentleman" and others.

"The Costello Case" was given a loop first run in Minneapolis last week and went over big.

"TRADER HORN" AS A ROAD SHOW DRAWING WELL

M-G-M is upsetting the belief that road showing of pictures at advanced prices is all washed up as far as Minneapolis is concerned. It leased the Century Theatre outright for the current week to road show "Trader Horn" there at advanced prices, the evening top being $1.50 and the matinee $1.00. And the picture is drawing splendid crowds.

Part of the success of the picture undoubtedly is due to the splendid exploitation and advertising efforts of Morris Abrahams, M-G-M special exploiteer; Harold Kaplan, Century Theatre manager, and Fay Tyler, Century press agent. Of course, the exceptional box-office qualities of the film itself is the principal factor in the unusual draw.

FEATURED ADS ON LAUREL AND HARDY

Laurel-Hardy comedies are getting a big play over the territory, M-G-M reports.

With pardonable pride, the distributor points out that in two successive weeks at leading Publix loop houses in Minneapolis these comedies were given equal advertising prominence with the feature offerings.

The State Theatre had a Laurel-Hardy comedy as one of the outstanding attractions on its anniversary show program, while the Century Theatre the next week placed "Chickens Come Home to Roost," a Laurel-Hardy comedy, in the lights.

Incorporate

Madison, Wis. — Articles of incorporation have been filed here by the Allied Independent Theatre Owners of Wisconsin. The object of the association, which is a non-stock organization, is to promote the interest of the independent theatre owner.

Incorporators of the organization are A. Ludwig, O. L. Maertz, E. J. Maertz, F. R. Trottman, Charles Jordeski,, J. E. Donthonek, Paul J. Dresser, H. H. Perlewitz and L. K. Brin.

"Southerner" Big; Others Fare Well

Minneapolis (week ending March 4)—Business was pretty good at the loop showhouses the past week ,but not nearly so good as the pictures warranted. There was a great line-up of box-office hits at the leading theatres and most of them opened well, but tapered off during the week.

"Tht Southerner," at the Century, was an outstanding hit which aroused the fans' to much enthusiasm. It fared moderately well, but deserved to do a lot better. "Rango" at the State, another exceptional attraction, also was not accorded merited patronage. "Illicit" at the Minnesota and "The Last Parade" at the RKO Orpheum drew profitable trade.

Aster—Kiss Me Again (First National), Bernice Claire and Edward Everett Horton. **Business:** Good **Summary:** A lavishly produced musical romance in color. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy and "Indians Are Coming" serial.

Century — The Southerner (M-G-M) , Lawrence Tibbett. **Business:** Good. **Summary:** Tibbett at his best in a splendidly acted and produced comedy drama of a ne'er-do-well who stops his brother's wife from taking a serious mis-step and then falls in love with her. **Entertainment Merits:** 90 per cent. **Short Subjects:** Sound news, Laurel-Hardy comedy.

Lyric—The Princess and the Plumber (Fox), Charles Farrell. **Business:** Fair. **Summary:** A moderately diverting yarn about a plumber who falls in love with a princess. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, screen and vaudeville.

Minnesota—Illicit (W. B.), Barbara Stanwyck. **Business:** Good. **Summary:** A companionate marriage drama that holds the interest throughout. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum—The Last Parade (Columbia), Jack Holt. **Business:** Good. **Summary:** Many thrills in this gangster drama which pleases the feminine fans as well as the men. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, sound news.

State — Rango (Para.), Claude King. **Business:** Light. **Summary:** A picture that is not only novel and instructive but highly entertaining as well; crammed full of thrills and laughs; a jungle picture that no member of the family should miss. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

MILWAUKEE

Week Ending March 5

Alhambra—A Gentleman's Fate (M-G-M), Louis Wolheim, John Gilbert and Leila Hyams. **Business:** Fair. **Summary:** The late Louis Wolheim's last photoplay carries a punch. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel, Comedy.

Garden—Reaching for the Moon (United Artists), Douglas Fairbanks, Jr., and Bebe Daniels. **Business:** Fair (ended second week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Hearst Movietone News, Vitaphone Shorts.

Majestic — River's End (Warner Bros.), Evelyn Knapp and Charles Bickford. **Business:** Fair. **Summary:** A photoplay from Oliver Curwood's story with Miss Knapp, a newcomer. **Entertainment Merits:** 85 per cent. **Short Subjects:** Newsreel, Comedy.

Palace — Cimarron (Radio), Richard Dix and Irene Dunne. **Business:** Average (ended fourth week.) **Entertainment Merits:** 95 per cent. **Short Subjects:** Pathe Newsreel.

Riversde—Beau Ideal (Radio), Ralph Forbes, Loretta Young and Lester Vail. **Business:** Good. **Summary:** A sequel to "Beau Geste" with an air of lavishness in the settings. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, Pathe Newsreel.

Strand—Finn and Hattie (Paramount), Leon Errol, Zasu Pitts, Lilyan Tashman and Mitzi Green. **Business:** Fair. **Summary:** A picture which is pretty funny for the most part. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy, Fox Movietone Newsreel.

Wisconsin — Fighting Caravans (Paramount), Gary Cooper and Lily Damita. **Business:** Fair. **Summary:** Plenty of fine photography and Torrence and Marshall taking the part of the veteran scouts in fine style. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox Newsreel, Fanchon & Marco Idea.

Wisconsin Notes

Milwaukee, Wis. — Milwaukee theatre folk will stage an "entertainment drive" for $50,000 for drought relief to be held April 7 in the Milwaukee Auditorium. Film exchanges, theatres and special amusement will be brought to the city in connection with the drive. The tickets will be distributed by public school children.

* * *

Port Washington, Wis.—William Roob, manager of the Grand Theatre here, was burned about the hands and head when a film exploded in the projection room. A small blaze started but was extinguished by the fire department.

Keefe to New Post

Milwaukee, Wis. — James C. Keefe has resigned as advertising director of Fox Midwesco Theatres to assume a similar position with RKO in Minneapolis. He is succeeded in Milwaukee by Howard C. Herzog.

Ames Says "I Do"

Congratulations are in order for Morgan Ames, popular RKO district manager, with headquarters in Minneapolis.

Regarded as a confirmed bachelor, Mr. Ames has taken unto himself a wife.

The lucky girl is Miss Gladys Delehanty, sister-in-law of Emil Franke, RKO Orpheum Theatre manager in Minneapolis.

SHORTS TIE-IN DENIED BY SIX MAJOR COMPANIES

New York—That exhibitors are not required to buy short subjects in order to obtain features from the same company was denied by distribution heads of six feature companies last week. They strongly assured the M.P.T.O.A. that it is not their policy to compel exhibitors to do business in this manner. The companies announcing this policy are: Paramount, M-G-M, Warner Bros., Universal, RKO and Columbia, President M. A. Lightman said.

Pursuant to an action taken by the M.P.T.O.A. directors at the meeting this week, a committee took the matter up with sales department executives. In expressing their attitudes in the situation, the officials made it clear that they're out to sell all their shorts, but not via this method.

Commenting on the matter, Lightman urged that in event violations of this policy occur in any of the territories, exhibitors involved should report the cases to sales managers of companies concerned, reminding them of their statements.

LORETTA SAYERS FOR BUCK JONES

Hollywood — Loretta Sayers, Larchmont society deb, recently "discovered" by Columbia Pictures, will play her first screen role for the company opposite Buck Jones in "Red River Rogues." Shooting having recently been completed on "The Fighting Patrol," work on the new Jones "special," which is the final in a series of eight that the rugged Westerner is making for Columbia, will commence within the week. Louis King will direct.

Nine pictures are now in work at the company's Hollywood plant. They are "Skippy," featuring Mitzi Green, Robert Coogan, Jackie Cooper and Jackie Searl, all children; "Dude Ranch," starring Jack Oakie; "Kick In," starring Clara Bow; "Honeymoon Hate," a Spanish production; "The Vice Squad," featuring Paul Lukas; "An American Tragedy," with Phillips Holmes and Sylvia Sidney; "Up Pops the Devil," with Norman Foster and Carole Lombard and a big cast; "City Streets," directed by Rouben Mamoulian and "Ladies Man," starring William Powell.

At the New York studios, "The Smiling Lieutenant," starring Maurice Chevalier, is in full swing; finishing touches are being put on Tallulah Bankhead's starring picture, "Tarnished Lady," while Nancy Carroll's next stellar production, the tentative title of which is "Scarlet Hours," will go before the cameras within a few days.

BIG PROGRAM ON WAY FROM PARA.

Hollywood — Paramount has more pictures in production today at its East and West Coast studios than for many months past.

New Title

Hollywood — "Laugh and Get Rich" is the title that very gaily supplants "Board and Room," the Radio Pictures' talkie which is to co-feature Edna May Olver and Hugh Herbert with Dorothy Lee.

"Kid From Madrid"

Hollwood — Lee Marcus, president of RKO-Pathe, stated last week that the first of Eddie Quillan's quartette of specials for the new season would be the "Kid From Madrid." The comedian will be featured as a bull fighter.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Score Charges to be Cut Again MPTOA Officials Announce

New York — A drastic cut in score charges is to be put into effect in connection with tht product for the new season, it was announced by M. P. T. O. A. officials who gathered here last week for a meeting. This will be the second cut brought about by the exhibitors' organization.

A committee has been in session with the distributors on the matter.

Following a conference with Electrical Research Products officials, it was announced that that company feels that at present there can be no reduction below the $15 minimum on service charges. However, in the near future a cut is anticipated which will bring the present $20 charge down to $15 and the $25 and $30 charges down to $20 when the corresponding equipment services the same capacity theatre. If these reductions are carried out more than 2000 houses will benefit. Expectations are that the costs of parts will be reduced later.

The Vestal copyright bill was discussed and reports on its career were presented by Julian Brylawski and Sidney Lust. The measure will be rewritten it was stated, and introduced at the next session of Congress. A representative of the M. P. T. O. A. will likely sit in on the sessions at which the revised bill is prepared.

Attending the directors' meeting were: M. A. Lightman, Chas. Picquet, R. R. Biechele, Frank C. Walker, Jay Emanuel, M. J. O'Toole, Fred Wehrenberg, William Benton, Jack Cohen, M. E. Comerford, Fred Desberg, Edward M. Fay, Jack Miller, Ed Kuydendahl, Major L. E. Thompson and Charles Wiiliams.

BUDDY DE SYLVA A FOX PRODUCER

Hollywood — Buddy De Sylva, the only one of the De Sylva, Brown and Henderson song writing trio to continue working for the films, will henceforth be known as George De Sylva, producer. He is under long term contract to produce pictures for Fox Films.

When he returns from a European vacation in September, Mr. DeSylva will begin work on a picture in which Janet Gaynor will be starred. David Butler directed the DeSylva, Brown and Henderson pictures, "Sunny Side Up" and "Just Imagine," and will co-direct the new film with DeSylva.

"ADVENTURES IN AFRICA" AS A 12-EPISODE SHORT SUBJECT SERIES

New York — Among its forthcoming short subject releases the Vitaphone Distributing Corporation includes a twelve-episode series entitled "Adventures in Africa" each of the series to be in two-reels. The first episode, titled "Into the Unknown," is now ready for distribution.

"Adventures in Africa" were made by Wynant D. Hubbard, Fellow of the American Geographical Society, traveler, lecturer and noted authority on African wild life, during a two-year expedition through the veldts and forests of Northwest Rhodesia and in Portugese East Africa. His cameraman was W. Earle Frank who has spent many years photographing African big game and the habits and customs of the natives.

Each of the twelve episodes will be accompanied by synchronized descriptive dialogue prepared by Edward T. Lowe from copious notes made by Mr. Hubbard at the time the various scenes were filmed.

Vitaphone believes it has in "Adventures in Africa" not only a short subject series of surpassing interest, but also the most astounding and realistic pictures of wild animal life in Africa ever filmed and presented to the public. For instance, a highlight from the first installment, "Into the Unknown," is a terrific fight between a hungry lioness and a hyena whom she disturbs as he begins to feast upon a deer which he has killed. The fight was photographed from a pit so near that the struggle is shown in a series of close-ups that are amazing. So close were Mr. Hubbard and his cameraman that, after the lioness had driven the hyena away and she became aware of the scent of humans, the two men barely escaped with ther lives. That is but one of a series of scenes depicting with the utmost fidelity and realism the life of the prowling beasts of prey that infest the veldts.

Their adventures with native inlanders, many of whom had never before seen a white man, are declared to be just as engrossing as the wild animal adventures.

ELECT GRISWOLD FOX VICE-PRES.

New York — Harley L. Clarke, president of Fox Films Corporation, announced last week the election of Glenn Griswold as vice-president. Mr. Griswold resigned February 1 from the editorship of the Chicago Journal of Commerce. His daily front page column, "The Round Table of Business," in the Journal of Commerce had become one of the best known business editorial features in the country.

COLUMBIA SIGNS LAURA LA PLANTE

Hollywood — Laura La Plante has been selected to depict the leading feminine role in Columbia's comedy "Meet the Wife." This de luxe "Special" which is being produced by Christie and supervised by Al Christie, is an adaptation of Lynn Starling's stage success of the same name. A. Leslie Pearce will direct.

MARIN RETURNS TO PARAMOUNT

New York —Ned Marin, long prominent in the screen world, is to return to the organization which saw some of his earliest work. He will join the production staff at Paramount's New York studio as an associate producer, according to an announcement by Jesse L. Lasky.

Murnau Dies

Hollywood—F. W. Murnau, director of "Sunrise," "Four Devils" and other pictures, was killed in an automobile accident near Santa Barbara last Wednesday. "Tabu," his latest picture, recently was acquired by Paramount.

INFORMATION OF SUBSTITUTIONS

New York—M. P. T. O. A. members will be informed weekly of substitutions, it was decided by the board of directors who were in session here last week for the regular spring conclave. The directors decided not to go to the Hays organization, but send the information directly to exhibitors. A weekly letter will be issued.

EXHIBITORS PLAN NEW ATTACK ON NON-THEATRICALS

Ney York—The board of directors of M. P. T. O. A. is preparing an attack against non-theatrical competition and is launching a campaign designed to postpone release of product to these accounts until some months after it has been played by regular theatres. A committee will discuss the matter with the Hays body.

The problem has been partly solved in Chicago and Washington, it was pointed out, through arrangements made with the Film Boards of Trade. In these territories non-theatrical houses are not given pictures until six months after they have been generally released in their immediate vicinity. Ed Kuykendahl said that he had spoken to the Mississippi Press Ass'n on the subject and that the organization had later voted to oppose unfair competition from non-theatricals.

SEARS WESTERN SALES MGR. FOR WARNER BROS.

New York—Gradwell L. Sears has been appointed general sales manager in charge of southern and western distribution of Warner Bros., First National and Vitaphone product. He will work in conjunction with Claude C. Ezell, general sales manager of the east. The appointment followed the resignation of Ned E. Depinet.

Honor "Lights"

New York — Charlie Chaplin's "City Lights" has been awarded the seal of honor by the Parents' Magazine in its April issue. "City Lights" is the twelfth picture to be so distinguished in over a year.

Allied and MPTOA Favor New Contract

New York—Adoption of the new contract is sought by the directors of both Allied and M.P.T.O.A., it was indicated here last week. Both bodies are in favor of the new agreement which was drafted at the 5-5-5 conferences and the two organizations will make immediate efforts to have it put into effect. The distributors will consider its ratification at a meeting to be held next month, it was announced.

The distributors have held off the contract, according to reports, because of the uncertainty as to the attitude of the Department of Justice on a contract which was adopted collectively.

PICTURE BUSINESS

An evil that is becoming flagrant is the double feature program. In certain sections of the country theatres that have been unable to obtain Class A product have been doubling up on features to offset competition. But when a thing of this kind becomes general it loses its effect, for then the guiding factor of the public again becomes entertainment merit. So they are back where they were in the beginning.

In some sections the double-feature program is used one night a week that is set aside as "Family Night." Something of that kind may go over one night a week for a while but as a rule it tapers off and something else has to be tried. The exhibitor then finds himself with an added picture rental and an intake that doesn't justify it. Even at minimum rental two features cost as much, if not more, than one good one. And, after all, we doubt if the public isn't wise to the fact that such programs offer only quantity and a minimum of quality. If double-featuring does attract business that shows a profit, it makes patrons think they are not getting their money's worth on other nights when only one feature is played and business drops on those nights. The next step, usually, is for the exhibitor to create more double feature nights until they become a regular thing. And, when you offer the "bargain" every day it no longer is a bargain.

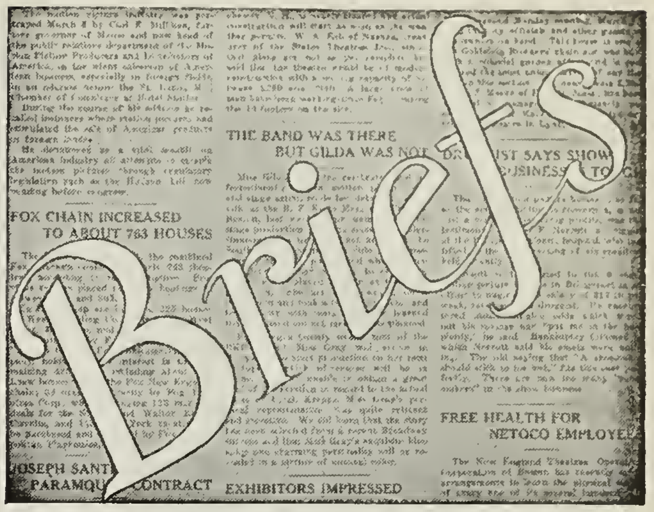
Double-featuring at best is a top-heavy program. It takes the "balance" away from a show. It means cutting down, or eliminating altogether in some cases, the short subjects. Which is a vital mistake to make. A well-balanced program of comedy shorts, newsreel or novelty is like a well-balanced meal. Take away the appetizer and the desert and you have an inadequacy. Eating a double portion of an entree is not satisfying. And so it is with the double feature. Though it may have a drawing power at the beginning, it's poor business as a steady diet.

If competition has gobbled up all of the best product, which doesn't seem likely, you only admit a weakness in what your house has to offer if it resorts to "bargain" shows. Two poor pictures don't make one good one. And, after all, entertainment is what your public is buying —not footage. Many a weak feature can be strengthened by the selection of the right kind of short subjects that make the show as a whole entertaining. And the right kind of selling of what you have to offer in a showmanlike way will carry you a lot farther on the right side of the ledger and for a longer time than will any kind of double-featuring. There are plenty of good features on the market and plenty of "names" that have drawing power.

* * *

Another bad business practice is price cutting. Price as an attraction has a stimulating effect only for a short time. That, too, gets back to the merit of the entertainment offered regardless of the price. Of course there are some theatres where admissions, when sound came in, skyrocketed beyond reason. These, no doubt, should come down. Local conditions, too, may have some bearing on the wisdom of such a move. Every exhibitor knows such a matter best for himself. But admissions, generally, are not too high. Nowhere can the public get two hours of entertainment for as little as the average motion picture theatre charges. Admission price cutting is often a ruinous thing.

Ben Shlyen


Briefs
THE BAND WAS THERE BUT GILDA WAS NOT
FOX CHAIN INCREASED TO ABOUT 783 HOUSES
FREE HEALTH FOR NETOCO EMPLOYEES
EXHIBITORS IMPRESSED

Following up the success of M-G-M's all-dog comedies and Tiffany's chimp comedies, Al Christie is turning out for Educational release a two-reeler using 150 ducks and chickens as the performers, with human voices dubbed in. The comedy, titled "A Fowl Affair," has a romance, too.

* * *

RCA is ready to begin commercial production of home talker apparatus as quickly as the necessary associated services are sufficiently developed, it is stated in the annual report of the corporation. The "service" includes the continuous production of pictures to meet the home requirements, a system of distribution which eventually may be able to serve 20,000,000 "little theatres" of the home, and technical developments to bring the cost of film service within the range of the public

* * *

Walter Stern has been appointed business manager at the Columbia studios, succeeding Sam Bischoff, who was appointed supervisor.

* * *

A New York state charter has been obtained by the Oscar Hanson Corp., with an authorized capitalization of $100,000, to engage in the motion picture business. Hanson is behind the plan to supply short advertising films to Allied Ass'n theatres.

* * *

Twenty years from now about 90 per cent of the instruction in public schools will be conducted with the aid of motion pictures, a noted educator says.

* * *

Less dialogue, more music, and themes that are better understandable to foreigners, are the remedies for a decided increase in foreign distribution, according to Ambrose S. Dowling, RKO foreign sales manager, who has returned from Europe.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

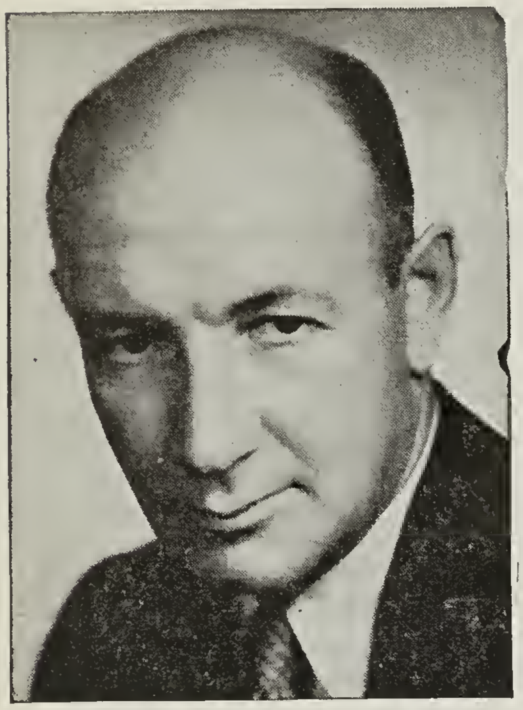
The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

" QUOTES "

JOE BRANDT

President, Columbia Pictures

"It's not bad business that's hurting the box office, but bad advertising. Make each picture loom up sufficiently attractive to the ticket buyer, and even though it may mean that he'll wear that well-worn pair of shoes a little longer, he'll spend that money at your box office."



Lee Marcus, president of RKO-Pathe, who announces 20 features for the new season, which will include four starring pictures for each of the company's stars, Bill Boyd, Helen Twelvetrees, Ann Harding and Constance Bennett.

7 FROM PARA. IN MARCH AND APRIL

New York — March and April will be banner months for Paramount's production department. At least seven outstanding productions are scheduled for release during that period.

On the march list are "Rango," Ernest Schoedsack's picture of life in the Sumatra jungles, now enjoying a sensational run at the Rivoli Theatre and released generally on the seventh; Ruth Chatterton's starring production, "Unfaithful," out on the fourteenth, and "Honor Among Lovers," with Frederic March and Claudette Colbert, which opens on the twenty-first.

April releases will be headed by "Dishonored," featuring Marlene Dietrich and Victor McLaglen, and telling the story of an Austrian spy during the World War. This will be released on April 4. Next comes "Tarnished Lady," Tallulah Bankhead's first starring picture, which will open on the eleventh. On the eighteenth "City Streets," directed by Rouben Mamoulian and featuring Sylvia Sidney, Gary Cooper, Paul Lukas, Wynne Gibson and William Boyd will appear at the theatres, while "Skippy," the picturization of Percy Crosby's novel and comic strips, will be out on the twenty-fifth with a cast headed by Mitzi Green, Jackie Searle, Jackie Cooper and Robert Coogan.

Final Title

Hollywood—"Quick Millions" is the final title selected for the Fox picture featuring Spencer Tracy and Marguerite Churchill, formerly titled "Skyline." Rowland Brown was co-author and director of this story, which deals with higher racketeering.

COLUMBIA SELECTS ZIEGFELD BEAUTY

New York—Susan Alva Fleming, former Ziegfeld beauty, has been signed on a long term contract by Columbia Pictures and will soon appear in one of the company's outstanding productions.

Miss Fleming is the second girl to be selected from the great number of applicants who were given a screen test in Columbia's recent search for new faces. The first was Loretta Sayers, Larchmont society debutante. The "new face" quest which brought the company's production executives to New York from Hollywood, covered an unrestricted field and included applicants from the legitimate stage, vaudeville, model and non-jrofessional ranks.

In addition to being a featured "show girl" with Ziegfeld and George White, Miss Fleming is a specialty dancer and singer of note. She appeared in several editions of the "Follies" and in "Manhattan Mary."

On the coast Miss Fleming joins the other recent Columbia "discoveries," including Loretta Sayers, Constance Cummings, featured in "The Criminal Code" and "The Last Parade," and Richard Cromwell, the young Los Angeles art student who created a sensation in the title role of "Tol'able David."

RKO-PATHE LOT TO BE ENLARGED

Culver City—Studio expansion is the order of the day at RKO-Pathe's Culver City plant. The studios are to be enlarged by the addition of three new stages to afford facilities for the production of the twenty-one star feature production and the forty-eight two-reel comedies to be produced during the fiscal year.

Pending the completion of the new stages, several of the first group of RKO-Pathe star features will be produced at outside studios in order to complete the productions well in advance of release dates.

"SUICIDE FLEET" FOR BILL BOYD

Culver City — Bill Boyd's first starring vehicle on the 1931-32 schedule of star specials recently announced by President Lee Marcus will be "Suicide Fleet," a rapid-moving story of the thrilling and hazardous adventures of the submarine chasers in the World War.

Once again, Boyd will wear a uniform as he does as a doughboy ni his April release, "Beyond Victory."

M-G-M ANNOUNCES TWO NEW STORIES

Culver City — Two important story properties are announced for production in the near future at the Metro-Goldwyn-Mayer studio. These are Fannie Hurst's "Five and Ten" and the Broadway stage success, "The Man in Possession."

"Five and Ten" will be Marion Davies' new starring vehicle, following "It's a Wise Child." No director has been announced for this picture as yet.

STANWYCK SIGNED BY WARNER BROS.

Hollywood—Barbara Stanwyck last week signed a long term contract with Warner Bros. by which she will be starred in pictures specially selected for her.

Following her success in "Illicit" Miss Stanwyck has been very much in demand.

COLUMBIA BUYS "VIA MANHATTAN"

New York—Hawthorne Hurst's novel, "Via Manhattan," a sophisticated story of Broadway night club life, has been secured by Columbia Pictures for production during the coming season. This is the seventh vehicle to be selected by the company for the new season's lineup, th other six being: Warner Fabian's "The Men in Her Life"; one of the year's best sellers, William DuBois' "Pagan Lady," the sensational stage play in which Lenore Ulric is starring on Broadway; "Help Yourself to Happiness," by Bella Muni and Abem Finkel; Warren B. Duff's "Let's Get Famous" and "Guilty Generation," a play by Jo Milward and J. Kirby Hawkes.

Kirkwood Signed

Hollywood — James Kirkwood, rugged hero of many films, has been signed by Fox Films for a part in "Young Sinners," adapted from the successful stage play. Kirkwood recently appeared in "The Spoilers," "Worldly Goods" and "The Devil's Holiday." He replaces William Holden in the cast to enable the veteran character actor, under contract to Fox, to act in another film.

Cooper Signed

Hollywood—Jackie Cooper, seven-year-old film star, has been signed by Radio Pictures, for the role of the incorrigible Midge Murray in "Big Brother," Richard Dix's current vehicle being directed by Fred Niblo. Jackie recently completed the title role in a screen version of the famous comic strip, "Skippy."

BASEBALL YARN OUT FOR LLOYD

New York—Harold Lloyd's next motion picture will not deal with baseball, it was announced authoritatively last week by Leslie F. Whelan, who handles the comedian's affairs in the East. Whelan explained that Lloyd had purchased an original baseball story by Al Boasberg but was filing it away for future possibility and not considering it for his next production.

NEILAN RETURNS TO MACK SENNETT

Hollywood—Marshall Neilan resumes his association with Mack Sennett after many years of separation, with Neilan directing the comedy producer's latest comedy for Educational, titled "Ex-Sweeties." The comedy boasts an unusually strong cast for a two-reeler, with Harry Gribbon, Marjorie Beebe, Betty Boyd and Wade Boteler in the leading roles.

Noted Pugs

Hollywood — Among the noted pugs who have been assigned "tough guy" parts in "Big Brother," Richard Dix's current starring vehicle, were Frank Goddard, 210-pound heavyweight champ of Europe, who once knocked out Victor McLaglen; Jack Perry, former welterweight champion of the United States, who put Jack Britton to sleep; Charlie Sullivan, champion lightweight of the A. E. F., and Pacific coast; Sailor Vincent, for 12 years champion middleweight of the U. S. Navy; Nate Slott, Phil Bloom, and Jack McKenzie, professional wrestlers.

Robinson to be Starred

Edward G. Robinson will be starred by First National in "Five Star Final," which goes into work after completion of "The Idol."

Patsy Ruth Miller makes her return to the screen in the "four-star" feature, "Lonely Wives," new RKO-Pathe release.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

Body and Soul

Fox—81 Minutes

Cast: Charles Farrell, Elissa Landi, Humphrey Bogart, Myrna Loy, Donald Dillaway, Crauford Kent, Pat Somerset, Ian MacLaren, Dennis D'Auburn, Douglas Dray, Harold Kinney, Bruce Warren. Directed by Alfred Santell.

A powerful picture ably directed and acted, with a new name for your fans to enjoy—Elissa Landi. She proves to be a capable actress and fine support to Farrell.

The picture is a war story and shows Farrell as a British aviator who falls in love with the wife of another flyer after his heroic death. She is suspected of being a spy and Farrell is accused of being her aide. He does not know, however, that the girl is his former buddy's wife. Later the real spy, Myrna Loy, is caught and the other woman, Elissa Landi, reveals her true identity to Farrell. — A. A. H.

Honor Among Lovers

Paramount—75 Minutes

Cast: Claudette Colbert, Frederic March, Monroe Owsley, Chas. Ruggles, Ginger Rogers, Avonne Taylor, Pat O'Brien, Janet McLeary, John Kearney, Ralph Morgan, Jules Epailly, Leonard Cary. Directed by Dorothy Arzner.

An entertaining feature for sophisticated audiences, interesting throughout and expertly directed by Dorothy Arzner. March and Miss Colbert further prove the fact that they compose a perfect team. And they have been surrounded by a fine cast which gives excellent support. Charlie Ruggles and Ginger Rogers give their best efforts and Monroe Owsley, who will be remembered as Ann Harding's brother in "Holiday," comes through with a convincing performance.

March plays the role of a successful business man who is interested in his secretary, Miss Colbert. He asks her to take a trip with him around the world but when she tells him the following day that she has married Monroe Owsley, he discharges her. But his interest in her has not died and favors Owsley with business. Owsley is successful and prosperity is too much for him. He steals from March and then shoots him. March refuses to tell who shot him because of Claudette, who then is disgusted with her husband and leaves him for March.

"Honor Among Lovers" is pleasing and should get the money where audiences like this type of entertainment.—A. F. S.

Wild West Whoopee

Cosmo—60 Minutes

Cast: Jack Perrin, Fred Church, Horace Carpenter, Josephine Hill, Starlight. Directed by Robert Horner.

There isn't a thing new in this western and yet it sparkles as a neat little subject which should please the action fans. Perhaps the only real piece of originality is a rodeo sequence which offers some thrills. But all the elements of the tried and proven western are there and it has some entertainment merit.

Josephine is the rancher's daughter who is captured by the bad man and Jack Perrin is the hero who rescues her. That's the story. But the thin skeleton of a story is rounded out with some good riding and a fair fight.—G.

East Lynne

Fox—83 Minutes

Cast: Ann Harding, Clive Brook, Conrad Nagel, Beryl Mercer, Cecelia Loftus. Directed by Frank Lloyd.

"East Lynne" is a high class drama of life as it was when the book was written several generations ago, as it is today, and as it will be when this generation will have passed into the forgotten limbo.

As long as men fail to live up to their marriage responsibilities, as long as women will sacrifice themselves for their children, just so long will "East Lynne" be a box office attraction.

As made by Fox with an all-star cast, "East Lynne" is everything that a modern box office attraction of today should be. The settings are sumptuous. The characters are normal people whom you would meet in all walks of life. And their problems are common problems.

Ann Harding is exquisite as the exuberant bride whom Conrad Nagel brings home to his estate, East Lynne. You watch her perceptibly droop as Cecelia Loftus, Nagel's sister, overrules her in every matter pertaining to the household, and eventually succeeds in poisoning Nagel's mind against her to the extent that he drives her from home and into the situation of which they accuse her. The war kills Clive Brook, with whom she has been seeking solace. The war is also responsible for a threatened blindness and before losing her sight entirely Ann Harding returns to East Lynne to see her boy for the last time. The strain of weeping hastens the blindness and while feeling her way out of the estate, she falls over a precipice.

The picture is so well directed that it follows each sequence smoothly and consistently. Each member of the cast stands out like a gem.—Elsie Loeb.

Red Fork Range

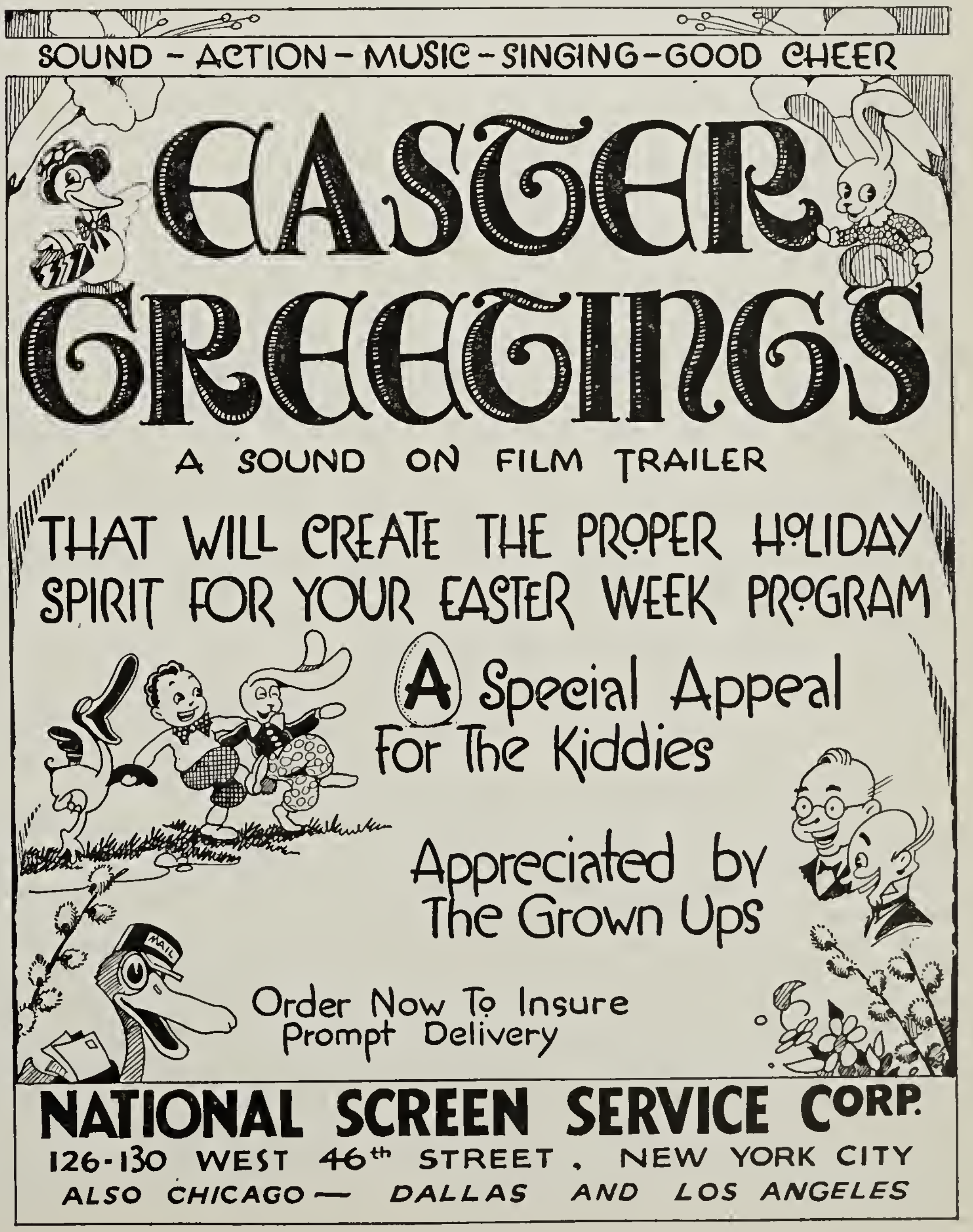
Big 4—61 Minutes

Cast: Wally Wales, Ruth Mix, Cliff Lyons Bud Osborne, Al Ferguson, Lafe McKee, Will Armstrong, George Gerwin, Jim Corey, Chief Big Tree. Directed by Alvin Neitz.

Tom Mix may be out of pictures but his daughter is keeping the family name on the screen. Ruth Mix does right well in her first effort, and she has a good role to portray. The story itself is a typical western but has a good climax which furnishes several thrills. Wally Wales as the hero is pleasing.

Ruth's father is entering his stage coach in a race, the winner of which is to get a mail contract. The villain kidnaps the girl, offering to return her if her father will withdraw from the race, as the villain also has a stage entered in the race.

Wales comes to the rescue of the girl and the pair enter the race and win, despite obstacles put in the way by the bad guy. Okay for action fans and pleasing to others. —G.


SOUND - ACTION - MUSIC - SINGING - GOOD CHEER

EASTER GREETINGS

A SOUND ON FILM TRAILER

THAT WILL CREATE THE PROPER HOLIDAY SPIRIT FOR YOUR EASTER WEEK PROGRAM

A Special Appeal For The Kiddies

Appreciated by The Grown Ups

Order Now To Insure Prompt Delivery

NATIONAL SCREEN SERVICE CORP.
126-130 WEST 46th STREET, NEW YORK CITY
ALSO CHICAGO — DALLAS AND LOS ANGELES

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP
AND PICTURE SELLING
METHODS OF EXHIBITORS

NOVEL TELEPHONE SERVICE BOOSTS "INSPIRATION"

A NOVEL telephone exploitation stunt was included by Russell Lamb, manager of the Fisher Theatre, Danville, Ill., in the campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production "Inspiration."

Lamb used a telephone operator for special service in calling up a list of telephone subscribers in Danville and vicinity. She told them that "The management of the Fisher Theatre had just previewed the latest Greta Garbo picture, 'Inspiration,' and the tremendous import of the entertainment value of this great star and picture, inspired them with the idea that it would be advisable to notify their patrons immediately that due to the importance of other bookings the picture could be held only for three days."

"MUSEUM OF ART" LOBBY ATTRACTION

MARC BOWMAN, manager of the Fox Broadway Theatre, Portland, Ore., included a novel lobby attraction in the exploitation campaign he used to help put over his showing of the Metro-Goldwyn-Mayer production "Min and Bill."

Bowman arranged for a "Min and Bill's" Museum of Art, which was used as a lobby attraction for one week previous to the showing of the picture. This consisted of a large glass showcase where were displayed broken dishes, a knife, a frying pan, a revolver and a razor. Each item bore a card containing some humorous comment apropos of "Min and Bill's" love affairs, and created a great deal of comment, and a great many laughs.

Scales in Lobby

R. A. MALANEY, in charge of publicity and exploitation for the Loew theatres, placed a scale in front of the Allen theatre during the engagement of "Reducing." It was a suggestion that worked just right, because, watching the crowds on Euclid Ave., many stopped to weigh in, and then stopped at the ticket window to buy admissions. Malaney offered a cash prize to the one who came closest to guessing Marie Dressler's weight.

EXPLOITATION ON A RIPLEY SHORT

A HUNDRED dollars to any person who could prove Robert L. Ripley a liar was the offer made by the Grand Hall, London, to exploit the second of Ripley's Vitaphone short subjects, "Believe It or Not." A type one-sheet offering the reward was posted in front of the theatre and in other prominent locations. It turned the trick and the theatre was jammed. American exhibitors showing the Ripley "Believe It or Not" shorts can profit from the London campaign and safely make a similar offer to anyone who can prove that Ripley makes a mis-statement in any of his shorts.

Ripley has the proofs for every statement that he makes and consequently no one can collect the reward. But the public does not know that and the prospect of gaining a hundred dollars reward will bring them out to the theatre.

The one-sheet used by the Grand Hall, London, was worded in this manner:

10 POUNDS REWARD
Will be paid by the
GRAND HALL
Tally-Ho! Corner

to any person who can prove that Ripley is wrong in any one statement or fact made in his second amazing "Believe It or Not" series, showing at the Cinema.

OLD PUZZLE IN NEW FORM A HIT

A VARIATION of the old scrambled picture puzzle contest idea is now being carried out by the Venetian Theatre, in Racine, Wis., and the Journal-News. The newspaper three times a week prints sections of a scrambled letter and the problem of the contestants is to correctly assemble the pieces. The theatre enters into the affair by showing on its screen just how this can be done. The screen solutions follow each new problem. The scrambled letter contest is to run thirteen weeks in Racine and the successful contestants are to divide $200 in cash. In addition there are to be prizes of theatre tickets with the final awards being made from the stage of the theatre. Lon Ramsdell, manager, says the contest has created more interest than anything else in the puzzle line that the city has ever had.

USEFUL PRESS ON "LONELY WIVES"

RKO-PATHE is turning out an elaborate and highly serviceable press sheet for "Lonely Wives," the first feature production on the new program. The sheet has been designed exclusively to furnish exhibitors with novel, effective and practical ideas to properly advertise the picture, minutely describing every piece of accessory material available.

A three-page exploitation section featnres detailed information on the four big national tie-ups arranged by the company to aid showmen in their local publicity with the operation of dealers of the respective products that have been lined up.

The entire book has been prepared on a scale to conform with the hilarious and farcial nature of the picture, with cartoon cuts and illustrations clearly suggesting the gay spirit of the story and the manner in which "Lonely Wives" should be exploited for the best results.

The advertising division displays a varied assortment of powerful and catchy ads which vividly depict the outstanding points of the picture. From the small one column adds to the full page smash, they have been devised with an eye to the public's quick reaction to attractive, seat-selling copy and art work.

SONO ART TIE-UP WITH NUSHEEN

SONO ART-WORLD WIDE has effected a tie-up with Nusheen, Inc., national distributors of a hair rinse, which will net the film company merchandising benefits in a large national advertising campaign.

Nusheen, Inc., is the company which has popularizd the "platinum blonde" vogue in women's hair dress. Taking Josephine Dunn, star of "Air Police" as the ideal type personifying the "platinum blonde," Nusheen, Inc., will use her photograph in a newspaper advertising campaign of national proportions, in sales promotion accessories, magazine advertising, and in dtaler tie-ups for window displays in over 2,000 cities and towns.

Augmenting this campaign will be a series of radio broadcasts over the Columbia Broadcasting System.

TIE-UPS EXPLOIT "REDUCING" IN NOVEL FASHIONS

HAROLD KAPLAN, manager of the Century Theatre, Minneapolis, Minn., planned an extensive exploitation campaign in order to insure the success of his showing of "Reducing."

Kaplan arranged with the advertising director of the theatre and a Mr. Murphy of the Purity Bread Co. in Minneapolis, for the use of a diet card which stated, "For Breakfast, one slice of toast"—right after this was inserted "Taystee Bread," and also copy on the production and the theatre. Fifty thousand of these were printed and distributed through the Purity Bread Co., who inserted these cards in loaves of bread.

Kaplan also secured a tie-up with the Witts Meat and Grocery Market, the largest in the city. They distributed ten thousand special heralds on "Reducing," with copy on the picture on one side and on the other a list of foods for reducing purposes. These heralds were put into each package that went out of the store.

GOOD STUNTS ON "FATHER'S SON"

"FATHER'S SON" got off to a splendid start at Warner's Lake, Variety and Uptown theatres, Cleveland, due to an unusual and comprehensive exploitation campaign designed and executed by Mort Goodman. Goodman is in charge of Warner theatre exploitation in this district.

A tie-up with Liberty Magazine resulted in having 25,000 heralds on "Father's Son" being distributed with Liberty Magazines. The boys who delivered the heralds along with the magazines received passes for the Uptown and Variety theatres.

The Halle Bros. Co., Airplane Club, with a membership of about 650 boys, held a glider contest. The club meets each week in three sections. Groups of passes were given to winners in each group.

In addition Goodman held a private screening of "Father's Son" prior to the opening of the engagement for which he invited local Boy Scout executives, Boy Scout leaders, school principals, and honor students.

KINE-QUIPMENT

NEW DEVELOPMENTS
IN
THEATRE EQUIPMENT

◆

Mohair Covering for Seats Aids Acoustics

Judicious use of sound-absorbing upholstery on theatre seats, owners and operators are discovering, greatly improves the acoustics of the theatre for the presentation of talking motion pictures. Silence is golden in a literal sense the talkie theatre today, for patrons are favoring the houses where the sound is the best and the least disturbed by unpleasant echoes and reverberations. Empty seats, especially if covered by a hard, sound-reflecting material, are doubly a liability for they are not only a minus quantity so far as box office receipts are concerned, but they are a source of annoyance to patrons in the house.

There is little danger of getting a house too quiet, sound equipment engineers declare, for the amplifiers of the average theatre outfit have sufficient power to afford excellent audibility in all parts of the house. The big problem has been to eradicate bothersome noises arising from reverberations.

Upholstering the seats in durable mohair velvet or velmo has solved the difficulty to a satisfactory degree in several large and small theatres. Due to the peculiar structure of this material, echoes and reverberations are literally swallowed up in the maze of air passages between the fibres of the mohair. There may be as many as 40,000 of these erect little fibres to the square inch. Empty seats, upholstered in this material therefore do not present a hindrance to the sound movies but are nearly as effective in absorbing extraneous sounds as are seats occupied by patrons.

Interesting tests as to the sound absorption properties of different materials have been made by Dr. William R. Barss of the Massachusetts Institute of Techinology. Using cowhide leather as a basis of comparison and considering its sound-absorbing value as a rating of 100 per cent, he discovered that the sound-absorbing power of Moravia, a mohair plush, was 308 per cent, of chevron, another kind of mohair plush, was 254 per cent, and cotton plush was 192 per cent. The superiority of mohair was thus clearly indicated. Flat upholstery fabric and sound-absorbing value of only 146 per cent. One reason for the relatively greater efficiency of the mohair is that its fibres do not mat down and become flat but remain erect thereby keeping the air passages open for the absorption of sound.

Mohair upholstery's peculiar qualities have been enlisted in the aid of the theatre owner and patron in an additional interesting manner in the Balaban & Katz Chicago Theatre. All the seats of this huge house were recently recovered with a superior grade of the material. A special color, light green, and a special pattern were selected with a view to making the seats more easily visible in the semi-darkness of the theatre during a performance. Ushers and patrons, walking down the aisles from the rear, are able to see the rows and the individual seats more clearly because of the color and pattern and also because the mohair fibres, due to their special texture and light-reflecting properties, serve as minute mirrors, making the seats distinctly visible. This effect is permanent as the upholstery will not fade and the mohair does not mat down. It can also be kept fresh and clean with little trouble.

In some theatres, architectural alterations will be necessary to adapt them to the successful presentation of talking pictures, but in many houses the owner can greatly improve the result by giving a thought to this question of upholstery. Mohair velvet or velmo has the additional advantage of being extremely durable, comfortable and handsome in appearance so that patrons receive a double enjoyment from it. No one feature adds as much tone and distinctiveness to a theatre as the seat upholstery. Although it may be unseen most of the time, if it is of a superior quality and of surpassing comfort, the patron is pleased to feel that the management has not "skimped" on a detail that too often is overlooked.

Prediction

Joseph I. Schnitzer, president of Radio Pictures, last week predicted a fool-proof film would be in general use by the end of 1931. A secret chemical treatment of all Radio film stock will increase its life one-third, insure perfect projection and heighten the standard of film entertainment.

RCA PHOTOPHONE MODIFIED TO MEET REAR PROJECTION

New York — Specially designed RCA Photophone sound reproducing equipment, modified to meet the requirements of rear projection, will be installed in the first three of the extensive circuit of theatres to be established in the principal cities of the United States by the Trans-Lux Movies Corporation of which Courtland Smith is president. Two of these theatres are to be opened in the Lefcourt Bldg., No. 1619 Broadway, and the third at No. 625 Madison avenue, New York City.

Rear projection will be employed in all theatres operated by the Trans-Lux Movies Corporation, Photophone installations being the first in New York City since sound motion pictures were introduced. Tested in a model theatre installed at the Photophone engineering department and employing the new loud speaker and directional baffle, the diffusion of sound by this system was said to have been of exceptional quality and equally diffused throughout the small auditorium.

A number of changes in the Photophone standard small theatre sound equipment were made necessary to meet the demands for rear projection, but from the booth, which is a miniature when compared with the projection both of a large theatre, to the specially designed attachments for the reproduction of high-quality, every problem was solved and M. C. Batsel, chief engineer of RCA Photophone, Inc., is enthusiastic over the results obtained.

ADJUSTABLE LENS FOR PROJECTORS

An adjustable lens holder for Powers, Simplex and Motiograph equipment that is said incorporates quick lens change, side movement by simply lever control for centering the image, and accurate focusing adjustment, is being marketed by the Chicago Cinema Equipment Company of Chicago.

The mounting bracket of the device carries a clamping ring which engages the lens barrel by means of a split collar tightened by a convenient thumb screw. Lenses may be changed instantly, focused and shifted into position for projecting normal or sound film, the company claims.

VISITRON CELLS DISTRIBUTED BY NATIONAL SUPPLY

It is announced that the National Theatre Supply Company has recently completed arrangements with the G-M Laboratories, Inc., for the exclusive distribution of Visitron photoelectric cells by direct-to-theatre sales. Coincident with this, the G-M Laboratories have enlarged their line of Visitron photoelectric cells so that they can now furnish photoelectric cells for all types of sound-on-film equipment.

The G-M Laboratories Inc., are well-known as manufacturers of photoelectric cells, having furnished cells as long as five years ago to many of the pioneers in sound-on-film development. Since that time, Visitrons have been used by a large majority of the manufacturers of sound-on-film equipment, many of them using Visitrons today as standard equipment.

The new nation-wide distributing arrangement makes Visitron cells easily and quickly available at all supply centers throughout the country and should therefore appeal to exhibitors as another move for improved equipment and supply service.

NEW GIANT HORN NOW ON MARKET

A new and improved giant horn unit and 9-foot exponential horn with a 32-inch round bell, 36 inches deep, has been marketed by the Miles Reproducer Co., of New York, manufacturers of horns and unit speakers.

The new horn and unit gives a clear, powerful and most natural reproduction of speech and music, and may be obtained with or without matching transformer or exciter for alternating current, the company claims.

New Type Films

A new type of motion picture film, about three times as fast as that previously in use, has been announced by the Eastman Kodak Company. The new film is expected to work marked changes in studio technique, by permitting greater freedom in making sound pictures and by cutting down the necessary amount of lighting.

The faster films is described by motion picture engineers as the greatest advance in motion picture materials since the introduction of panchromatic film eighteen years ago.

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

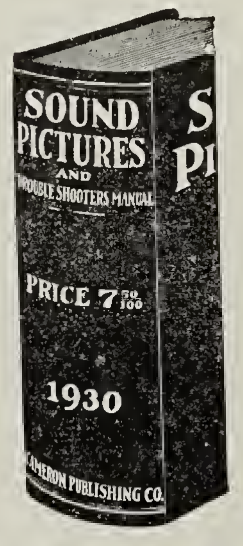
48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel
("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA
OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., **Kansas City, Mo.**

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

2,000—Beautiful New Spring Cushion chairs at drastic low prices. C. G. Demel, 845 South State. St., Chicago. 3-31

DISC TALKING PICTURE equipment, including turntables, synchronous motors, horn, amplifier, fader, $2.50. Guaranteed. B-360, Associated Publications. 3-17

TWO PHOTOTALKER turntables complete with Stromberg pick-ups, $35 each; excellent condition. Public Address Service Company, Dallas, Texas. 3-17

NATIONAL TICKET MACHINE, lightning coin changer, Brenkert spot lamp with color wheel, operator's chair, perfect condition. Priced reasonable. Joan Products, Lorain, Ohio. 3-17

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

THEATRES FOR SALE

400-SEAT THEATRE in town 2,000; sound; can furnish lease on building. Dixie Theatre, Bastrop, Texas. 3-17

FOR SALE OR LEASE—Lyric Theatre, Dallas, Texas. For sale in Oklahoma—400 seats, $1.00 each; two Powers machines for $100.00 each. Tol Teeter, Palace Theatre, Oklahoma City, Okla. 3-17

THEATRES WANTED—(Cont'd)

1083-SEAT Theatre building with equipment. Two years old, will be sold at Ruston, Louisiana, at receiver's sale, Saturday, April 11, at theatre building opposite post office. Good town and state college. Equipment appraised at eight thousand; building fifty thousand. Must bring 2/3 appraisement. Good opportunity for man with cash and who knows business. G. A. Adams, Receiver Kidd-Astor Amusement Co., Inc., Ruston, La. 3-24

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

HELP WANTED

SALESMEN to sell the only absolutely fool proof magazine fire protector on the market; prevents fire from entering the upper magazine of the projector; sells on demonstration. Write for open territory and demonstrator. Magazine Fire Protector Co., 103 North Rowan Ave., Los Angeles, Cal. tf

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

PROJECTIONIST — Western Electric cards; any equipment; go anywhere. Box 359, Associated Publications. 3-17

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

Here is your Handy "Ad Order" Blank

Associated Publications, Inc
4704 East Ninth St.

(Send Cash With Order) { **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad__________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

(Don't forget to count words in name and address that is to appear in the ad)

Little Tips To BIG Things

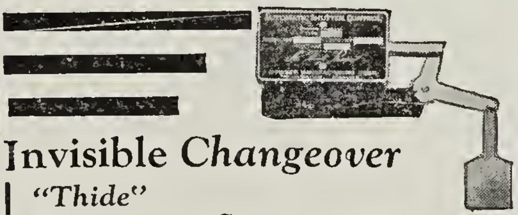
Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



Invisible *Changeover*

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.

157 Rogers Ave -:- Brooklyn. New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 608 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. ....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. .....1910 K St. N. W.

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL

KOOLER-AIRE

NATURE'S REFRIGERATION

AN ASSET To Your
EASTER WEEK SHOW
Our Sound and Music
NOVELTY EASTER GREETING TRAILER
is a
HOLIDAY FEATURE

NATIONAL SCREEN SERVICE CORP.
126-130 West 46th Street,
NEW YORK
Also: Chicago - Dallas
Los Angeles.

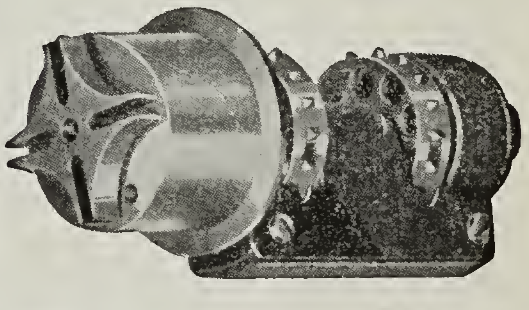
NAN FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.

Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.

MINUSA
SOUND SCREEN
For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Unbelievable But True!

A Genuine
NEON SIGN
for Only....

$25.00

YOUR
DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.
CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899

THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS

1804 Wyandotte Street
KANSAS CITY, MO.

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., MARCH 24, 1931 Number 18

THE FIRST *of* ITS KIND!

Startling Drama of a New Development in Police Patrol!

"AIR POLICE"

with

Kenneth Harlan • Josephine Dunn
Charles Delaney

Directed by **Stuart Paton**

SONO ART-WORLD WIDE PICTURES INC.

Motion Picture Daily Says:
"ACTION FANS WILL EAT IT UP!"

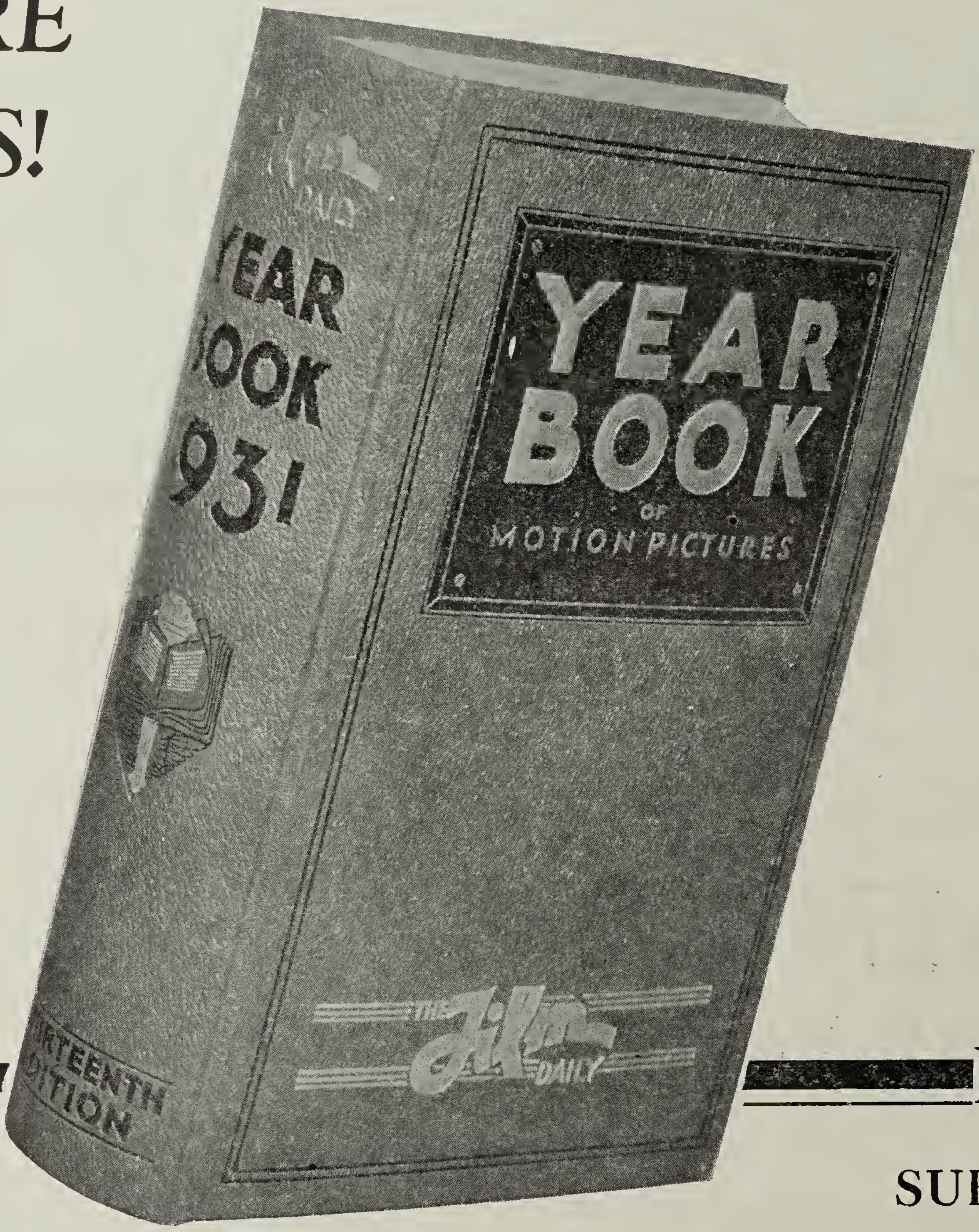
A Thrill-O-Drama

AIR POLICE
7

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

The Motion Picture Industry's recognized authority—

HERE IT IS!



A complete and accurate compilation of data pertaining to the Motion Picture Industry

The Industry's greatest volume of information.

Free To SUBSCRIBERS To The Film Daily

1. 1930 Releases (complete data on each picture, producer, director, etc.)
2. 11,950 Tiltes (A list of pictures released since 1915)
3. Directors and their Work (Pictures and year)
4. Players and their work.
5. Authors and their Work.
6. Film Editors and their Work.
7. Recording Engineers and their Work.
8. The work of Cameramen.
9. Special articles by important technical men.
10. Distribution percentages.
11. Exhibitor Associations and their officers.
12. A complete list of all theatres in the U. S.
13. Personnel of Producers and Distributors.
14. A Showman's annual. How to exploit your pictures.
15. A Complete Financial Section.
16. Buying Guide for Exhibitors and Producers.
17. The Standard Theatre. Specifications by John Eberson.
18. Annual Survey of the Foreign Markets.
19. 1931 Legislative Sessions in each state.
20. Theatre Circuits together with executives' names.

and 1001 other important subjects

Date__________

To______________________________

THE FILM DAILY,
1650 Broadway,
New York City.
Gentlemen:

Herewith my check for $10.00—Start my yearly subscription to Film Daily service immediately.

NAME ______________________________

STREET ____________________________

CITY _______________ STATE________

◆ ◆

M. E. CUFFEL
Editor and Manager

MOVIE AGE
PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

GOOD CAMPAIGN ON "DANCE, FOOLS"

Ed Furni, manager, and Don Alexander, of the St. Paul Paramount Theatre, did some splendid exploitation work in putting over the Joan Crawford picture, "Dance, Fools, Dance." The big gross achieved by the picture reflected the pair's effective efforts.

Among the tie-ups was one with a leading loop department store which used the fashion stills of Miss Crawford in large display ads, giving the star, picture and theatre due credit. The store also used large photographs of Miss Crawford mounted on compoboard, in its windows.

As a result of another tie-up, a fleet of taxicabs displayed small banners on their rear spare tires, reading "Ride a Diamond Cab to See Joan Crawford in 'Dance, Fools, Dance,' at the Paramount Theatre."

A prominent jewelry store paid 75 per cent of the printing and distribution cost of 5,000 heralds containing a full length figure of Miss Crawford and reading "Like the Facets of a Diamond of the Clearest Water, Joan Crawford's Performance in 'Dance, Fools, Dance' Sparkles Brilliantly." The same establishment had several still photographs of Miss Crawford in its display window.

Among other stunts were radio announcements, etc. A leading newspaper carried a picture of Miss Crawford and a story about her on its front page.

BIG OPENING FOR "CITY LIGHTS"

RKO Gave the Charlie Chaplin picture, "City Lights," a "Hollywood" premiere to inaugurate its indefinite run at the Seventh Street Theatre, Minneapolis, last Friday night. A single performance marked the engagement's start and all seats were reserved.

During the course of the run the doors of the theatre will be thrown open at 9:30 a. m. daily, two hours earlier than customery, and the picture will be on a grind. A flat 50c admission scale all day long has been established. The picture is playing to immense crowds.

Under the agreement between RKO and United Artists, "City Lights" will play a minimum of three weeks at the Seventh Street. The picture is playing on a straight percentage arrangement.

RKO BOYS TO GET HOLLYWOOD TRIP

The Minneapolis RKO office is jubilant over the selection of Hollywood as the convention city for the RKO national sales staff. It means a trip to California for Mike Frisch, exchange manager, and the exchange's three salesmen. The meeting will be held April 27 and the local staff will be gone for two weeks.

RKO recently decided to send all of its exchange managers and salesmen to the national sales convention this year. The convention city, however, was not chosen until last week.

Racine, Wis.—The Uptown Majestic Theatre Corporation has been formed here to take over the Uptown Theatre. Signers of the articles of incorporation are Mr. and Mrs. Anton Draginis and Bryan Draginis.

JIM KEEFE NEW RKO PUBLICIST

RKO has a new district publicity and advertising head for the Minneapolis territory, bossed by Morgan Ames. He is Jim Keefe, who resigned from the post of publicity director for the Fox-Midwesco theatres in Milwaukee to accept the position here.

Since the resignation of Herb Elisberg, the post of district publicity head has been vacant. Mr. Keefe comes to Minneapolis with a fine reputation and Mr. Ames is enthusiastic over his acquisition. Jules Gershon, who has been in direct charge of publicity for the two Minneapolis RKO theatres, the Orpheum and Seventh Street, has been transferred to the Omaha RKO Orpheum.

M-G-M to Build New Exchange Building

Still another big new film exchange buildings to be erected in Minneapolis this summer.

Coming close on the heels of the announcement of the new Fox exchange is the tidings that Metro-Goldwyn-Mayer also is to build.

This will be the fifth new exchange building to be constructed in Minneapolis in the past two years. The huge Warner Brothers-First National building was completed last year. New buildings also were erected for Columbia and Tiffany and for United Artists and Educational-Sono Art.

Selwyn Levinson and J. S. McCloud of the M-G-M home office were in Minneapolis last week to confer with Robert Workman, Minneapolis M-G-M exchange manager, relative to plans for the new building, which will be one of the biggest and most complete along film row.

The site for the new building already has been selected, but M-G-M is not ready yet to make it public. It is expected that full details regarding the project will be announced within the next few weeks.

Work on the new Fox exchange building will get under way within the next month.

The present Paramount exchange building, one of the largest on film row, was completed only two years ago, but it is known that the company at present is considering the construction of a new and larger building.

With the movie industry in the Northwest having grown by leaps and bounds during the past two years, the exchanges are continually finding their equipment capacities taxed. According to experience during the past eighteen months, they have built and prepared for many years ahead only to find after six months that their business has increased so tremendously that they are cramped for space to handle it properly.

The exchange managers point out that the construction of the large and costly new buildings by their companies not only is evidence of the strides forward and growth of the movie business in this territory, but also an indication of confidence in the industry's future.

Protection Causes Rift in Milwaukee

Milwaukee, Wis. — With the formation of the Allied Independent Theatre Owners Association, an open rift has appeared in the ranks of the M. P. T. O. of Wisconsin. Frank J. McWilliams, former director of the M. P. T. O., has been named president of the organization.

Frank Welter, Wausau, is vice-president; E. F. Maertz, Zenith, Milwaukee, secretary, and L. K. Brin, Garden and Majestic, Milwaukee, treasurer. The break has occurred as the result of demands for adequate protection for product on the part of the independents.

The new organization composed entirely of independents, has a membership of approximately 40 in Wisconsin and twelve houses in Milwaukee, and is seeking to include all independent theatres in the state.

The contention is on the part of the dissenting exhibitors, that the chains in Wisconsin haven't been giving them an even break on products and have been holding onto their pictures to squeeze the independent out of business.

Railroad Tie-up

A tie-up between the Minnesota Theatre, ace Publix house in Minneapolis, and the Northwestern railroad had the later paying the cost of a newsreel on the Minnesota Theatre screen, showing Lou Breese, master of ceremonies, leaving on a Northwestern train for the east in quest of new music and entertainment feature for Minnesota audiences. The railroad also paid the cost of 5,000 letters sent presumably by Breese from the club car of the train and telling about the trip he was taking.

New Supervisors

Milwaukee, Wis. — E. W. Van Norman, manager of Warner Brothers' Venetian Theatre here, has been named supervisor of the circuit's theatres on the city's north side, while Eugene Arnstein, booker for the circuit, has been named supervisor over the circuit's south side houses.

Lightman Would Take Standard Contract to Dept. of Justice

New York — Because the new standard exhibition contract has not yet been put into operation, suggestion that a committee of independent exhibitors submit the agreement to the Department of Justice for its approval was made last week by M. A. Lightman, M. P. T. O. A. head. He based his proposal on the distributors' statement that the contract drafted at the 5-5-5 conferences has not been placed in effect because they see a possibility that the government will find it illegal.

"This committee," said Lightman, "would make it clear to the authorities that independent operators can obtain 'a great deal of relief' providing the agreement becomes operative. At present each distributing company has its own exhibition contract and none of them give exhibitors the consideration that the new agreement provides.

"The M. P. T. O. A. is ready to co-operate with Allied or an independent exhibitor organization in any such effort," said Lightman. "It will have the effect of bringing about a showdown in the situation."

Abram F. Myers, president of Allied, last week said that his organization, which helped draft the contract along with distributor and M. P. T. O. A. representatives hopes for its operation and stands ready to back it.

In a letter to the M. P. T. O. A. Sidney Kent, who sponsored the 5-5-5 conferences and acted as chairman of them, said that Paramount has no intention to "throw over" the new contract because of the supreme court decision which outlawed the arbitration and credit systems. "If it cannot be worked out legally," he declared, "my company will use its own contract and try to carry out the spirt of the new agreement."

ALLIED MAY LAUNCH EXCHANGES

New York—Allied States Association is expected to launch its own exchange system in the event that distribution arrangements for Kinograms, containing 30 per cent of industrial matter, are not made with some national organization. An expensive set-up would not be necessary for the two-releases-a-week schedule.

Allied and Kinograms in Ad Newsreel Plan

New York—Plans for a bi-weekly newsreel with a limited amount of advertising have been announced by Allied States and Kinograms, according to Oscar Hanson, agent for the exhibitors' association. Kinograms will produce the sound reels.

The bulk of the news will be the regular material gathered by the Kinograms staff. The industrial material to be included will be subject to the approval of Allied.

Contracts for showing Kinograms will be obtained through the joint efforts of Allied leaders and Hanson. Allied and its affiliated units will be reimbursed in proportion to the number of contracts secured.

The formal announcement made last week said, in part:

"The new arrangement is the result of the action of Allied at its recent convention in Chicago, when Oscar Hanson was designated as agent to represent the members in the matter of advertising reels. It represents a determination by the exhibitors that their screens shall not be used for advertising without compensation, and that all advertising shown in their theatres shall be subject to their control."

SET DATES FOR SALES CONCLAVES

New York — Distributors are getting ready for the annual spring conventions and indications point to an earlier selling season. RKO-Pathe is the first to call its salesmen together for the yearly sales confabs, having set April 20, 21 and 22 as the dates and Chicago as the place. Atlantic City will be the meeting point for the Paramount salesmen, April 15 being the tentative opening date. Fox opens its convention April 27 in New York while Warners' sales meetings will be held in Atlantic City and San Francisco. The eastern division will meet at the famous resort April 20, 21 and 22. The western division will meet on the west coast April 28, 29 and 30.

SILENT RECORDING FOR N. Y. STUDIO

New York—With the successful operation of the Western Electric silent recording system in "The Right to Love," the Paramount New York studio has announced the further use of this system in the recently completed "Tarnished Lady," in which Tallulah Bankhead and Clive Brook are starred, and in "The Smiling Lieutenant," the current Lubitsch-Chevalier production.

The first demonstration of the silent method which practcally erases sound background from the screen, was found so satisfactory that it was immediately included in the New York studio equipment.

Waxman Joins Pathe

New York—A. P. Waxman, formerly special exploitation director for Warner Brothers, has joined RKO-Pathe as advertising counsel and short subject producer. Chas. Giegerich is executive assistant. Plans for the production of short subjects by Waxman have not as yet been announced. The present RKO-Pathe advertising and publicity staff will remain the same, according to Waxman.

A. P. Waxman

REVIVE "JAZZ SINGER"

New York—A nation-wide revival of "The Jazz Singer" is announced by Warner Bros. for the week beginning March 27. In all the principal cities of the country, and in many smaller communities as well, the picture which brought the talking screen into instantaneous popularity and made a cinema star of Al Jolson, will once more be shown to the public, three and a half years after its first sensational triumph.

Besides Al Jolson, the cast of this historic picture which was directed by Alan Crosland, includes May McAvoy, Warner Oland, Otto Lederer, Bobby Gordon, Eugenie Besserer, William Demarest, Nat Carr and Will Walling. In the climatic synagogue scene the voice of the famous Jewish cantor, Joseph Rosenblatt, is heard.

"The Jazz Singer" made cinematic history not only in the United States but throughout Europe. In London, Paris, Berlin and other foreign cities it achieved unprecedented runs. The fact that the dialogue is in English did not interfere with its success on the Continent.

The picture will be revived exactly as it was first presented, without cuts or other changes of any kind.

Allied and "U" in New Booking Tie-Up

New York—Allied States Association and Universal Pictures are reported to have formed a tie-up for booking pictures. The formal joint announcement made last week termed it a "co-operative arrangement," whereby one is a national independent exhibitor organization and the other the oldest independent producer.

With the source of independent pictures dwindling through consolidation of producing and distributing companies such a plan is advisable from the standpoint of the independent operator, President Abram F. Myers of Allied said. With approximately 6,500 theatres affiliated with Allied, Universal will be benefited by a large number of playdates. Unlike other major companies the Laemmle organization operates only a few theatres and this number is being gradually diminished.

Oscar R. Hanson, agent of Allied, said the reel will be turned over to the various Allied state units who will distribute them to their members. Exhibitors will pay a minimum of 50 cents a week for the reel. All rentals go to the state organizations. Sample reels are now being sent each unit.

Hanson's contract with exhibitors covers five years. After three years cancellation can be made by mutual consent.

Complete details of the agreement are not yet available. The announcement stated that "under the arrangement Allied and its affiliated units throughout the country will promote the interests of Universal as a means of securing an adequate supply of high grade product for their members and Universal will assist in the upbuilding and strengthening of the theatre association."

PICTURE BUSINESS

NON-THEATRICAL competition, which has been a dead issue, more or less, for the past three years, is showing signs of a return to life. Competition of this kind has been a powerful menace to the interests of exhibitors, especially those in the smaller towns whose drawing possibilities were limited and where a picture showing in a church or a school, usually at a lower admission price, practically crippled their business.

The manufacturers of sound equipment, probably feeling that their market within this industry has been exhausted, are naturally seeking further outlet for their product. And, of course, the churches and the schools, many already having silent projection equipment, are considered the next best field for development. If the churches and the schools will limit their picture showings to educational subjects, the harm done to legitimate theatre operators will be of little consequence. But, judging from the past, schools and churches have commercial instincts, too, and all too frequently there is the desire to raise funds through the showing of regular picture programs.

To endeavor to combat the returning growth of this evil is a risky undertaking for the exhibitor who does not want to arouse ill will among the church people or the school people of his community. It is a delicate situation to handle and, looking facts straight in the face, equipment manufacturers are going to go right ahead with their plans to develop this new field, regardless of the complaining cries of exhibitors. But there is a way of indirectly stopping non-theatrical competition. And that is by cooperating with the churches and schools in your town rather than fighting them.

Some time ago a number of alert showmen kept non-theatrical competition out of their towns by turning their houses over to the church in their town on Sunday, on which day the house was dark anyway, and giving the receipts, above actual expenses, to the church. And they co-operated with schools in a similar manner by setting aside a certain night as a benefit night for the school. It is our belief that such efforts on the part of exhibitors will not only gain their townspeoples' good will but will also eliminate unfair competition through making it unnecessary for the churches and schools to equip themselves with sound and yet be able to add to their treasuries.

Exhibitors whose houses are still running silent pictures are in greater danger of non-theatrical competition than are the wired houses. Perhaps a way for them to keep out such competition is to wire their houses before the churches and schools in their towns are approached to do so. Good equipment is now available at lower prices and better terms than it has ever been, making it easier for the silent house to be able to play sound pictures.

* * *

WARNER BROS. are re-issuing "The Jazz Singer," the Al Jolson picture that three and one-half years ago started the stampede of sound. This picture, despite the fact that sound technique has shown considerable improvement since it was produced, is even at this day an outstanding production. And, in our opinion, it was Jolson's best picture. At the time of its release there were only a few houses that were able to play sound pictures. Many thousands, since wired, have not shown to their patrons this production that revolutionized the motion picture industry. There is the element of public curiosity to appeal to through showing this history-making production that presents a good showmanship possibility, not only to those exhibitors who have never played this production, but even to those who played it on its initial release.

Ben Shlyen

Briefs
THE BAND WAS THERE BUT GILDA WAS NOT
FOX CHAIN INCREASED TO ABOUT 763 HOUSES
FREE HEALTH FOR NETOCO EMPLOYE
EXHIBITORS IMPRESSED

James Gleason will be starred in a series of two-reel comedies, in accordance with a new three-year exclusive contract with RKO-Pathe which also calls for his services as a writer and as an actor in featured roles in special productions.

* * *

Philo Vance does not figure in any manner in "Blue Room Murder," the mystery drama S. S. Van Dine has written for First National. The famous detective has been relegated to the past and Van Dine is authority for the statement that there is no suggestion of him in his new work. In setting out to construct "Blue Room Murder," it was the author's aim to build up as his first direct feature contribution to the talking screen a story that would be orignal in theme and treatment. For this reason he sought a new field and new characters.

* * *

Robert L. Ripley whose "Believe It Or Not" short subjects for the Vitaphone Corporation are proving popular with the public, sailed on board the steamship Roma last Friday on a two months' trip to northern Africa and Europe in search of new "queriosities" to add to his collection.

* * *

Glenn Tryon, well known comedian of features and shorts, is the latest "name" to be added to the array of talent appearing in RKO-Pathe two-reel comedies.

* * *

The Vitaphone Corporation announces the signing of the Siberling Singers, nationally famous quartette, to appear in a Vitaphone short subject. These popular radio artists have become favorites with the "air public" through their many broadcasts over nation-wide hookups.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

" QUOTES "

JACK ALICOATE
in The Film Daily

"Twenty State censorship bills have been introduced this legislative season as compared with seven two years ago. . . . Something important to think about. It indicates that somewhere in this gigantic piece of machinery known as the film industry there's something wrong to induce such an avalanche of injurious legislations."

"Trader Horn" Hits Capacity; Others OK

Minneapolis (week ending March 20)—Business was good pretty much all along the line last week. The road-showing of "Trader Horn" by M-G-M at the Century proved an unqualified success. Playing two performances a day at $1.50 top prices and with all seats reserved, this exceptional picture drew large crowds, winding up to capacity.

"Scandal Sheet" at the State and "Lonely Wives" at the RKO Orpheum also were especially big cards. "Unfaithful" at the Minnesota did not draw so well as most of the Ruth Chatterton pictures. In its second successive loop week, "The Last Parade" at the RKO Seventh Street did very satisfactory business.

Aster—Father's Son (First National), Irene Rich, Lewis Stone and Leon Janney. **Business:** Fair. **Summary:** The delightfully human story of a "misunderstood" 12-year-old youth who runs away from his home and irritable father; a comedy for the entire family. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Century — Trader Horn (M-G-M), Harry Carey. **Business:** Good. **Summary:** Road showing of the most thrilling and daring of all jungle films; M-G-M triumph. **Entertainment Merits:** 90 per cent. **Short Subjects:** Sound news.

Lyric—The Bachelor Father (M-B-M), Marion Davies. **Business:** Good. **Summary:** The amusing story of an elderly English nobleman who assembles all his illegitimate children to give them a home on his rich estates. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, cemedy, screen vaudeville.

Minnesota — Unfaithful (Paramount), Ruth Chatterton. **Business:** Fair. **Summary:** Miss Chatterton gives her usual splendid performance in this moderately interesting drama of a woman who tries to forget her husband's infidelity by seeking the companionship of other men. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show, sound news.

RKO-Orpheum — Lonely Wives (Pathe), Edward Everett Horton, Esther Ralston, Laura La Plante. **Business:** Good. **Summary:** A risque but amusing comedy for sophisticated treatregoers; the naughty and daring story of a husband who employs an actor to impersonate him when he thinks his wife is out of town, the fun starting when the wifeunexpectedly returns. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, sound news.

RKO-Seventh Street—The Last Parade (Columbia), Jack Holt. **Business:** Good. **Summary:** Second successive loop week for this strong gangster drama.

State — Scandal Sheet (Para.), George Bancroft, Clive Brook and Kay Francis. **Business:** Good. **Summary:** Strong cast in a sordid newspaper drama which tells of a hardboiled tabloid sheet editor who remains true to his creed to print all the news all the time, winding up by running the story of his own wife's unfaithfulness and his murder of the man in the case. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

MILWAUKEE

Week Ending March 12

Alhambra — New Moon (M-G-M), Lawrence Tibbett and Grace Moore. **Business:** Fair. **Summary:** A confusion of excellencies set into a lot of foolishness. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden and Majestic — City Lights (United Artists), Charlie Chaplin and Virginia Cherrill. **Business:** Fair. **Summary:** To those who like Chaplin this picture rates ace high. **Entertainment Merits:** 95 per cent. **Short Subjects:** Hearst Metrotone News; Vitaphone short.

Palace—Millie (Radio), Helen Twelvetrees and Lilyan Tashman. **Business:** Fair. **Summary:** A well-acted photoplay. **Entertainment Merits:** 85 per cent. **Short Subjects:** Pathe News; Comedy.

Riverside — Divorce Among Friends (Warner Bros.), James Hall and Irene Del Roy. **Business:** Average. **Summary:** A picture having witty dialogue and good acting. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville; Pathe News.

Strand — East Lynne (Fox), Ann Harding and Conrad Nagel. Clive Brook. **Business:** Good. **Summary:** A photoplay with beautiful sets as well as photography. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox Newsreel; Comedy.

Wisconsin—Don't Bet on Women (Fox), Edmund Lowe and Jeanette MacDonald. **Business:** Average. **Summary:** An average piece with some fair acting. **Entertainment Merts:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Newsreel.

Stewart Here

Lem Stawart, Publix advertising executive, was a Minneapolis visitor the past week, conferring with Martin P. Kelly, Publix advertising director of the Twin Cities, and other northwest division officials.

Ruben Returns

After being ill with the flu, Eddie Ruben, Publix divisional manager, is back on the job again. He was laid up for more than a week.

Milwaukee, Wis. — Don and Iris Wilkins are now holding forth at Fox's Wisconsin Theatre here, the former as master of ceremonies and the latter at the organ. Both are working in connection with the Fanchon and Marco Ideas at the theatre and clicking in great style.

RACING STORY IN "SPEED LIMIT"

New York—"Speed Limit" will be the release title of the Grantland Rice Sportlight featuring world famous racing stars which was previously announced as "Speed Age." Paavo Nurmi, Gar Wood, Sir Malcolm Campbell, and Captain Frank Hawks are among the sport celebrities seen in action in this March 8th RKO-Pathe release.

ANNIVERSARY SHOW AT PUBLIX HOUSE

The Minnesota Theatre, ace Publix house in Minneapolis, launched one of its most extensive drives to make its Third Anniversary Show this week an event of great theatrical importance. One of the high spots of the big campaign engineered by Manager Gordon Greene was a full page advertisement printed in four colors in the Minneapolis Star.

Anniversary Week at the theatre marked the return of Lou Breeze, master of ceremonies and pit orchestra conductor, after a one week's vacation. Coincident with the celebration he is introducing a new type of orchestral music recently inaugurated at the New York Paramount Theatre. It will be known at the Minnesota as "Lou Breeze and His Music."

Mr. Greene has rebuilt the orchestra pit to make the new style of music more effective, and the musicians make their appearance in smart new garb.

"Kid From Madrid"

Hollywood—Lee Marcus, president of RKO-Pathe, stated last week that the first of Eddie Quillan's quartette of specials for the new season would be the "Kid From Madrid." The comedian will be featured as a bull fighter.

HOTEL
HARRISON
CHICAGO'S NEWEST
DOWNTOWN HOTEL
RUNNING ICE WATER
IN EVERY ROOM
$2.50 AND $3.00
WITH BATH
NO HIGHER
RADIO
IN EVERY
ROOM
NO
PARKING
WORRIES
DIRECT ENTRANCE
FROM HOTEL TO
GARAGE
HARRISON STREET JUST OFF
MICHIGAN BOULEVARD
CHICAGO

HARRISON
GARAGE

THE SOLUTION

TO THE PROBLEM
of POOR PICTURES

IS

GOOD PICTURES

Simple isn't it? But how is one to know what pictures are good and what pictures are bad until one plays them? The box-office supplies the answer. Let every exhibitor send in an accurate report of the pictures he plays and a guide is furnished that will go a long way in eliminating inferior productions. But the reports must be truthful and unbiased.

You can become a member of the

Better Pictures Club

Simply by filling in and mailing the report blank on this page. Additional blanks will be furnished you for subsequent reports. There are no dues in this club and but two requirements—one, that you report 100% on every picture you play every week, shorts as well as features; and, two, that your reports be truthful and free from prejudice.

My opinion on pictures recently played here is as follows:

Title ____

Star ____________________ **Producer** ____________________

Remarks: ____

____________________ **Weather:** ____________________

Title ____

Star ____________________ **Producer** ____________________

Remarks: ____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

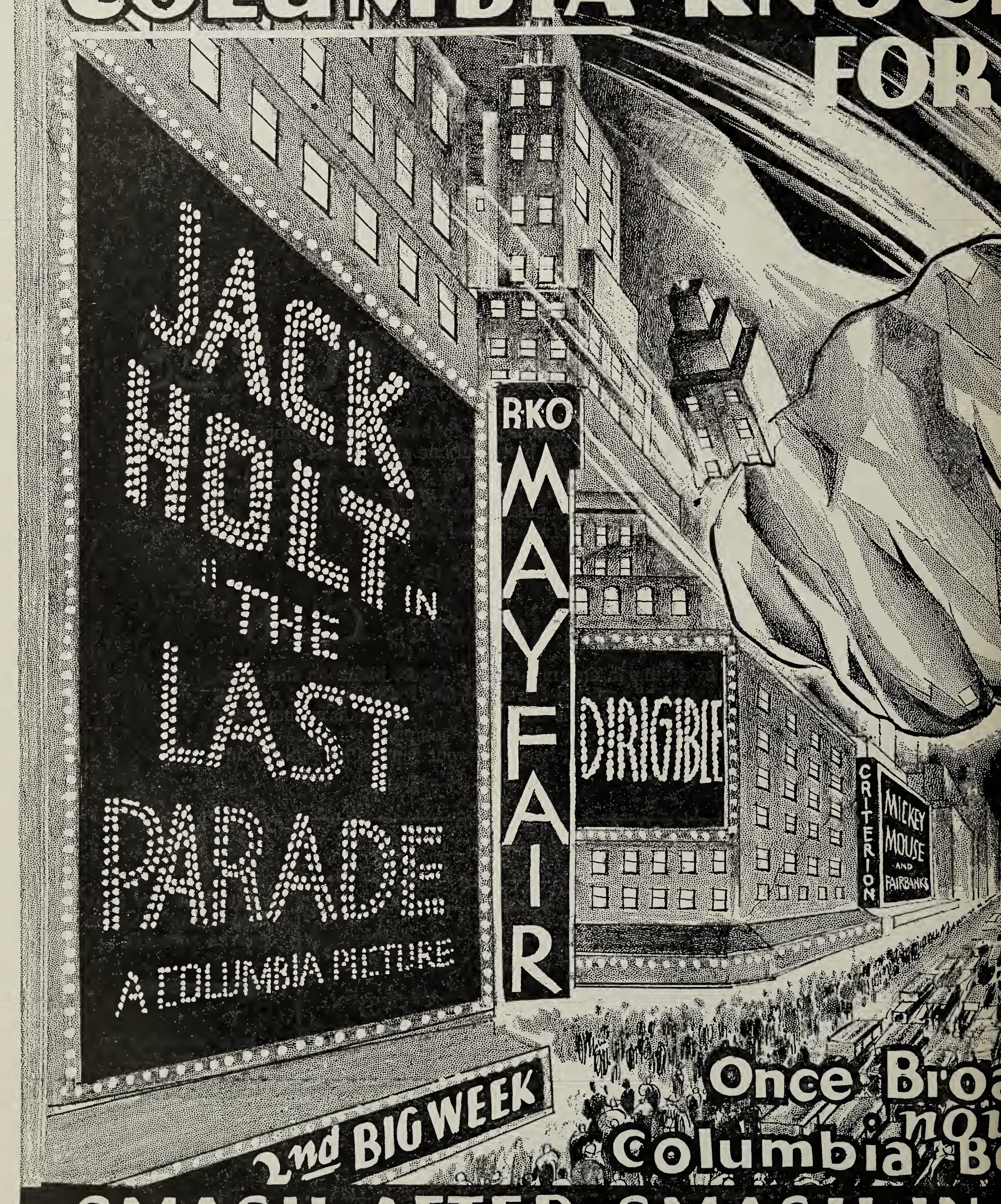
Exhibitor ____________________

HERE'S THE KEY THAT OPENS THE WAY TO BETTER PICTURES.

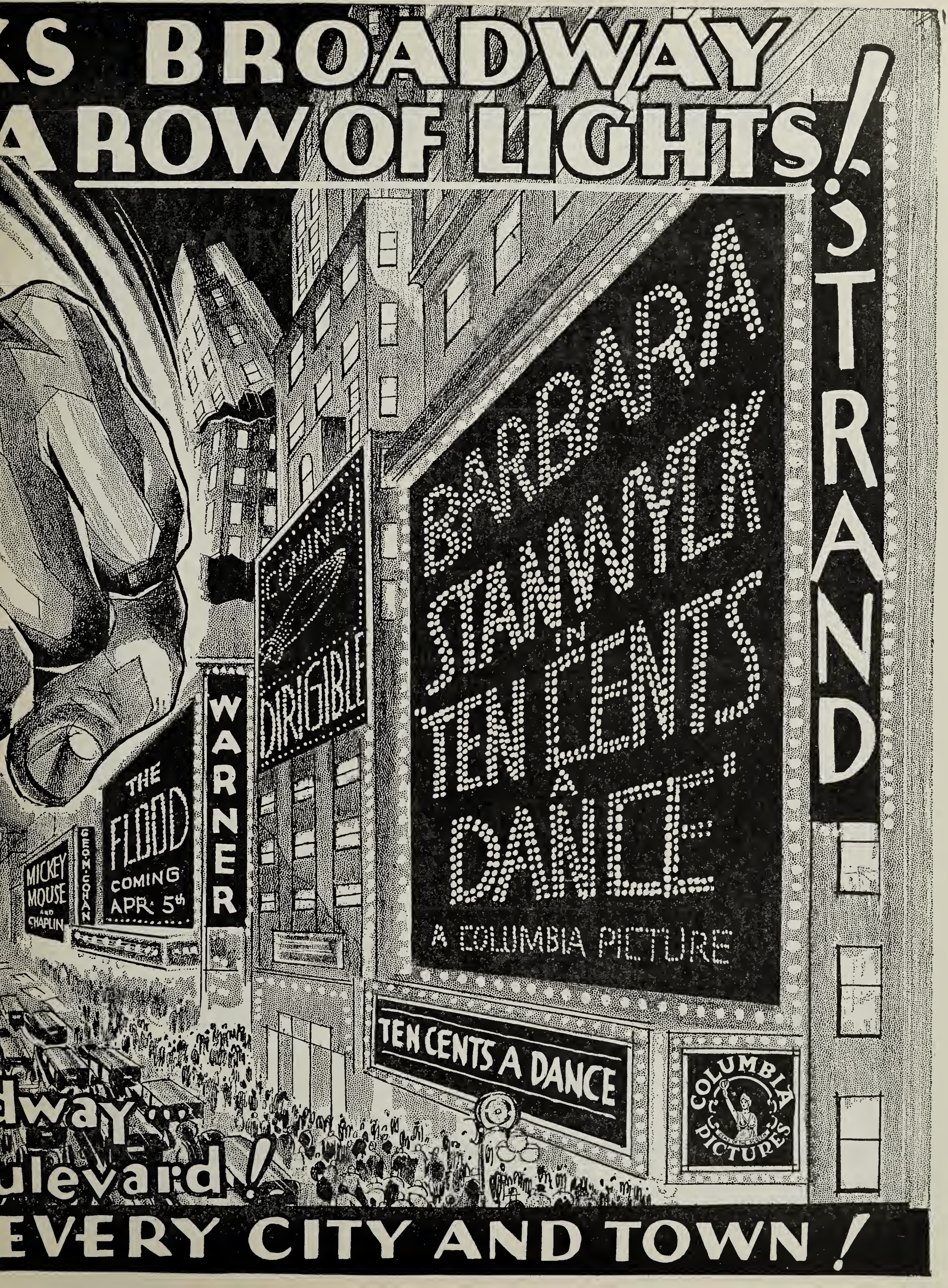
←

MAIL IT TODAY TO
MOVIE AGE
945 Andrus Bldg.
Minneapolis, Minn.

COLUMBIA KNOC
FOR


JACK HOLT IN "THE LAST PARADE"
A COLUMBIA PICTURE
2nd BIG WEEK
R-K-O
MAYFAIR
DIRIGIBLE
CRITERION
MICKEY MOUSE AND FAIRBANKS
Once Broa
now
Columbia B

SMASH AFTER SMASH IN


KS BROADWAY
A ROW OF LIGHTS!
STRAND
BARBARA STANWYCK
IN
"TEN CENTS A DANCE"
A COLUMBIA PICTURE
TEN CENTS A DANCE
COLUMBIA PICTURES
COMING DIRIGIBLE
WARNER
THE FLOOD
COMING APR. 5th
GEO. M. COHAN
MICKEY MOUSE AND CHAPLIN
dway...
ulevard!
EVERY CITY AND TOWN!

It's A Fast Moving Industry!

An Exhibitor Without a Trade Paper
Is Like a Ship in a Fog.

To Keep Up with the Times,
Locally and Nationally, Read
Your Home Territory Journal.

●

MOVIE AGE

$2.00 A YEAR

MOVIE AGE,
945 Andrus Building,
Minneapolis, Minn.

Rush me MOVIE AGE for the next 52 weeks.

Name________________________

Address_______________________

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

It's a Wise Child

M-G-M—75 Minutes

Cast: Marion Davies, Sidney Blackmer James Gleason, Polly Moran, Lester Vail, Marie Prevost, Clara Blandick, Robert McWade, Johnny Arthur, Hilda Vaughn, Ben Alexander, Emily Fitzroy. Directed by Robert Z. Leonard.

The talker version of the well known stage hit excellently handled on the screen and has plenty of entertainment from start to finish. It's a wow of a comedy excellently directed and has a cast of names that ought to mean something at the box-office.

Marion Davies is good in the leading role but the real laughs are furnished by James Gleason and Johnny Arthur. Polly Moran and Marie Prevost as the maids also contribute much fun to the picture. Though some parts of the picture are a bit risque the dialogue is not in the least obnoxious.

After a lot of complicating situations over Marion suspected and accused of being an expectant mother and her many suitors accused in turn, finally everything is straightened out and Marion and Blackmer plan to be married.

The picture should generally please as it moves at a fast tempo and has an excellent cast, all of whom give capable performances.—J. S.

ASSOCIATED MERIT AWARD PUBLICATIONS

Keep Title

Universal City—Booth Tarkington's famous story, "The Flirt," which has just been completed at Universal City under the working title, "Gambling Daughters," will be released under the title Tarkington originally gave it, it was decided last week.

Hell Bound

Tiffany—80 Minutes

Cast: Leo Carillo, Lola Lane, Lloyd Hughes, Ralph Ince, Helen Chadwick, Richard Tucker, Gertrude Astor, Harry Strang, William Lawrence, Marty Faust, Jack Grey, Bill O'Brien. Directed by Walter Lang.

A gangster picture but a good one, and if your audiences aren't fed up on the type, they will like this one. Carillo, whose Italian dialect is well known because of his role several years ago in "Lombardi, Limited," puts over a fine piece of work as the gang leader. Lola Lane makes a good feminine lead as the girl who is mistaken for a hired killer. A triangle springs up among Carillo, Lola and Lloyd Hughes, the doctor who takes care of her during a sickness. There are several complications which result in Carillo marrying the girl. Carillo later is killed by the rival gang, leaving the girl to the doctor.

The picture can hardly be recommended for children but as adult fare it will stand up. Good direction and fine acting make it a convincing story.—S. F. D.

Drums of Jeopardy

Tiffany—75 Minutes

Cast: Warner Oland, June Collyer, Lloyd Hughes, George Fawcett, Ernest Hilliard, Wallace McDonald, Hale Hamilton, Florence Lake, Mischa Auer, Clara Blandick, Ann Brody. Directed by George B. Seitz.

This screen thriller adapted from Harold McGrath's sensational shocker contains all the necessary elements that go into the old 10-20-30 melodrama. The hero faces danger constantly until the final fade-out, the arch villain has more lives than the proverbial cat and the chief of the secret service seems to be even more stupid than usual. And as the final scene is reached, who is it that stops the mad Bolshevic agent (Warner Oland) but Aunt Abbie (Clara Blandick) with a quick thrust of the crook of her umbrella.

Mr. Oland again revels in one of those malignant roles which have made his name synonymous with villainy The story concerns the famous Petroff rubies known as the "drums of jeopardy," stolen from some far-east temple. Suspense is well held. Oland has some trouble with his voice recording but otherwise this is a mighty good thriller and will keep your audience entertained.—G.L.S.

Don't Bet On Women

Fox—70 Minutes

Cast: Edmund Lowe, Jeanette McDonald, Roland Young, J. M. Kerrigan, Una Merkel, Henry Kohler, Helene Millard. Directed by William K. Howard.

This photoplay is based on a man's assumption that his wife is not susceptable to temptation with another man. Edmund Lowe as the charmer who has many affairs handles his light role very nicely. Roland Young portrays the part of the smug lawyer who has explicit faith in his wife's fidelity to the extent of making a wager that the charmer cannot make her kiss him. Una Merkel carries off the comedy honors as the frothy southern belle who is over gushy in her love affair. Jeanette McDonald plays the wife who learns of the wager through Miss Merkel.

Lowe and Jeanette fall in love but as Lowe has learned that she knows of the wager does not accept his chance to collect. He loses and pays but Young tears up his check with a remark about it being only a matter of principle with him, and walks out, still boasting of his wife's fidelity. Cast, direction and photography of the highest type and makes a very amusing comedy.—G.L.S.

Kiki

United Artists—87 Minutes

Cast: Mary Pickford, Reginald Denny, Joseph Cawthorn, Margaret Livingston, Phil Tead, Fred Watson, Edwin Maxwell. Directed by Sam Taylor.

"Kiki" is a good story but it is not one for Mary Pickford to try to tackle. Perhaps as a silent picture, Miss Pickford would be acceptable but as a talkie she seems entirely miscast. Her attempt at French accent at times is pitiful, often forgetting herself and speaking good English. Reginald Denny is not so good either. Joseph Cawthorn tries hard to get over but doesn't quite make it. The trouble seems to be that everybody overacts.

There are several stabs at slapstick comedy, which are fairly funny but somehow they don't register as they should.

The picture is based on the Balasco stage play. It is the story of a French girl who spoils the opening of a bigshow, gets in bad with the manager but refuses to leave him, getting him into all kinds of scrapes.

If Mary Pickford still means anything to your box office, this picture will draw. But the picture is below the Pickford standard.—A. F. S.

Air Police

Sono Art-World Wide—65 Min.

Cast: Kenneth Harlan, Charles Delaney, Josephine Dunn, Richard Cramer, Arthur Thallasso, Tom London and George Cheseboro. Directed by Stuart Paton.

Here is a Thrill-O-Drama with a thrill-a-minute. It's action stuff from the start through to the finish and contains some air photography that is remarkably well done. It has everything in it that action fans will like; a couple of good free-for-all fights, fighting in the air, crashing planes, machine gun battles and other hair-breath action. It's good entertainment of a popular kind.

The story revolves around two buddies, who have just joined the border air patrol. The younger one of the pair, Delaney has a knack of getting himself into trouble over women and usually has to fight his way out. They are given an assignment over the border to break up a gang of smugglers, whose hangout is a Mexican cantina. There they meet Dolores (Josephine Dunn), a dancer, and each, unbeknown to the other, falls in love with her. Delaney is tricked into a trap by the racketeers, who jammed the macine gun on his plane. He sends a radio SOS for help and Harlan comes to his aid, but not in time to save him.

Harlan vows to avenge his pal's death and also falls into a trap set by the smugglers. Miss Dunn pretends to have set the trap for him. Harlan is bound and put into the cockpit of his own plane. But Miss Dunn cuts the ropes binding his hands. The gang leader takes Dolores into his plane with him to view Harlan's plight as the pilot of Harlan's plane abandons it, supposedly leaving Harlan helpless in mid air. But, with his hands freed, he opens fire on the gang leader's plane and gets him. Meanwhile Miss Dunn makes a safe parachute jump. And the ending is a happy one.—S.

Crazy Compositions

Paramount—10 Minutes

This one-reeler featuring Fuzzy Knight the "maniac" pianist makes fair entertainment. Perhaps the kids will get a kick out of seeing Fuzzy acting looney at the piano. The reel shows him playing piano in a padded cell, then he escapes and further renders his crazy compositions in a music store and is finally captured by the caretakers of the insane asylum to be returned.—J. S.

MERCHANDISING THE PICTURE

BY THE MERCHANDISER

PRACTICAL SHOWMANSHIP
AND PICTURE SELLING
METHODS OF EXHIBITORS

Good Stunt For "Little Caesar"

IN exploiting "Little Caesar" a number of live wire exhibitors have issued tabloid newspapers on the eve of the showing of the sensational story of gangland. In Chicago the Publix management did this with great success, flooding the loop with 100,000 copies of "The Times," which bore all the earmarks of having been gotten out by trained newspaper men.

It has remained for the manager of the Iowa Theatre, in Sioux City, Iowa, however, to go a step further in the exploitatoin of the picture than any of his fellow exhibitors. Instead of using a tabloid of his own he tied up with the Sioux City Iowan, using the regular home edition of the newspaper to call attention to the film. The paper carried under its mast head on the front page deep headlines in Gothic type, "Crime King in Sioux City; Hiding in Underworld Den." The 7th and 8th columns were occupied by a display story containing a picture of Edward G. Robinson as the hunted criminal.

The stunt created a good deal of excitement with the result that "Little Caesar" did the biggest business of the year in Sioux City.

WALTZ CONTEST FOR "NEW MOON"

M. A. MALANEY, manager of the Allen Theatre, Cleveland, Ohio, included a novel contest in the extensive exploitation campaign he used to succeed in his showing of the Metro-Goldwyn-Mayer production "New Moon."

Malaney arranged a tie-up with the Crystal Slipper Ballroom, whereby they held a special "New Moon" waltz contest, and offered cash prizes and free tickets for the best waltzers during the playing of the numbers. In connection with the contest at the Crystal Slipper, Malaney arranged for radio announcements to be made for four nights previous to the contest and the opening of the picture. The contest was held on the opening night of the picture and was a huge success.

Effective

A WANT AD issued in a Springfield, Ohio, paper calling for five men to impersonate Al Capone all but created a riot at the Fairbanks Theatre. The men were to be used in an exploitation stunt in connection with the showing of "Little Caesar" and it looked as if every unemployed man in Springfield felt he was fitted for the job. Police had to be called to preserve order.

STREET BALLYHOO BOOSTS "PAID"

RUSSELL BOVIM, manager of the Loew's Theatre, Canton, Ohio, arranged for a novel street ballyhoo as part of the exploitation campaign he used to help succeed in his showing of "Paid."

Bovim had four large cut-out beaverboard letters made, ten feet high, spelling the word "P-A-I-D" and had four men, spaced in their walking, carrying these bright red letters around the downtown section, causing plenty of comment. This stunt helped to call the public's attention to "Paid," in a very novel manner.

BUSY DAYS AT RADIO STUDIOS

Hollywood—Driving with "boom town" energy into the 1931 production schedule, Radio Pictures studio has seven features either shooting or completing rehearsals, a dozen more in preparation, a flock of new stories purchased, and a score of writers hammering away at originals.

The pictures shooting are: "Traveling Husbands," "Waiting at the Church," "Madame Julie," "Big Brother," "Too Many Cooks," "White Shoulders," and "Going, Going, Gone!" in which Robert Woolsey is starring under the direction of Clyde Bruckman.

NOVEL BALLYHOO ON "WAR NURSE"

A NOVEL street ballyhoo was included by C. E. Worley, manager of the Madison Theatre, Peoria Ill., in the vigorous campaign he used to exploit his showing of "War Nurse."

Worley arranged with the Army Hospital at Dwight, Ill., to send an army ambulance to Peoria to be used for a street ballyhoo. U. S. Army inscription on both sides of the ambulance were covered with cloth banners containng copy on the picture, theatre and playdates. The driver was uniformed as a private in the army and two charming young ladies, dressed as nurses, rode on the rear seat. The ambulance was driven through Peoria for two days in advance of the playdate, and created a great deal of attention.

RED-HAIRED GIRL AIDS "HEIRESS"

MORT GOODMAN in charge of Warner Brothers' exploitation in and around Cleveland, put over a good one in behalf of "Hot Heiress" playing simultaneous first runs at the Lake, Variety and Uptown theatres. Arranging a tie-up with the local Studebaker distributing agency, he placed a Studebaker automobile on display in the Uptown lobby, in return for which the Studebaker Company furnished a car which taxied a red haired girl all over town. The girl distributed heralds announcing the arrival of the picture at the three houses. She concentrated in high schools, and distributed thousands of heralds to high school students. The automobile in which she rode than a card attached to spare time carried no advertisement other announcing "Hot Heiress"—no explanation, nothing but the name. The stunt appealed to the flappers.

New Title

Universal City — After a very thorough - going analysis, "The Flirt" has been definitely discarded by Universal as a title for its Booth Tarkington story. Out of some 450 possible names, the Universal title committee has chosen "Bad Sister" as being most representative of the thought which prompted Booth Tarkington to give his novel the title of "The Flirt."

WOODS
DAMAGED LOVE
"DAMAGED LOVE"
DARING DRAMA
JUNE COLLYER
ADULTS ONLY

Eye-Catching Display

This is how the Wood's Theatre, first run Chicago house, let Chicagoans know that it was playing "Damaged Love," a Sonoart-World Wide release.

FLASH THEATRE FRONT ON "ALOHA"

MANAGER GEORGE ROY of the State Theatre, Eugene, Oregon, displayed a fine sense of showmanship when he prepresented Tiffany's South Sea story, "Aloha," and was reimbursed at the box office.

Roy made very effective cutouts with the use of the twenty-four sheet and six-sheet and had them displayed prominently on the top of the marquee with a spotlight pointing from each corner ,giving it an attractive effect. He had two girls dressed in Hawaiian costumes standing alongside of the box office, presenting heralds and also attracting much attention.

The interior of his lobby was dressed in South Sea style.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

KINE-QUIPMENT

NEW DEVELOPMENTS IN THEATRE EQUIPMENT

New Type Lens Turret From International

Practical in design, easy to adapt to all models of Simplex projectors, and attractive in appearance are among the descriptive details given by the International Projector Corporation of New York in connection with its new triple lens turret, just placed on the market.

Each of the three lens mounts may be separately adjusted both vertically and laterally and each may be separately focused; also, these lens mounts accommodate all makes and focal lengths of lenses either half or quarter size. It is only necessary to insert, adjust and focus three lenses of the desired focal lengths, after which any one of the three may be instantly swung onto the optical axis. One lens of the proper focal length may be used for silent or sound-on-film, and the third for Magnascope or other types of effect.

The turret proper is mounted in a substantial frame on four 90 degree V grooved rollers with provisions for taking up all end and radial play in rollers, thereby providing a free-turning turret which is rigidly supported and free from shake and vibration. With the turret a new film protector and gate latch assembly are furnished, the use of which eliminates the necessity of the projectionist placing his hand within the mechanism when closing the gate while threading. A mirror arrangement is also provided on the rear of each lens chamber by means of which the aperture may be observed for checking up on framing after film is threaded in place.

Carbon Cabinet

An all-metal handy carbon cabinet, consisting of three compartments, one tool drawer and one spacious compartment for miscellaneous items is being marketed by Neumade Products Corp. of New York City.

AIR-BLAST LAMP FROM ASHCRAFT

A new high intensity projection lamp, known as the Air-blast lamp and said to contain many advantageous features in its construction, has been put on the market by the Ashcraft Automatic Arc Co. of Hollywood.

Among the many features claimed for this lamp are: Two equalized contacts on each side that cannot oxidize or pit, protected from heat of the arc, and require no attention; a powerful and dependable automatic striker fully enclosed; arc image visible from both sides of lamp; a pyrex mirror cooled by air circulation; carbon release operating outside of lamphouse and closing automatically with door, and entire mechanism removable by sliding out rear of housing without use of tools, making it accessible for care or inspection.

The air cooling system of this new product is claimed one of the outstanding features in that the air blast is generated by a silent, powerful blower operated by the arc control motor. By a unique method, the air stream is diverted to all parts of the lamp and housing, lowering the operating temperature to such an extent that a perfect running machine is thereby maintained, entirely removing the destructive effects of the generated that of the arc. Not only is the air blast claimed a protective feature, but of more importance is the fact that it provides for a great increase of illumination by allowing a greater amount of current to be carried in the same diameter of carbon than formerly. Heretofore, it is said, lamps of the high intensity reflector type were only designed to operate at 72 amperes when using the 9 mm. electrode. With this new type, the normal current is 85 amperes, although its operation at 70 amperes is perfect and currents as high as 90 may be used with ease.

Every working part of the lamp, including contact shoes, carbon feed mechanism, bearings, shafts and gearing, as well as all current carrying leads, are entirely enclosed.

PORTABLE PHONE DEVICE A BOON TO DEAF PEOPLE

The Mears Portable Theatre Fone has been recently perfected for theatre use and should prove of interest to exhibitors who are seeking to regain the patronage of deaf persons who have been unable to enjoy talking pictures.

The Mears outfit is about the size of a small camera and requires no wiring of a reserved section in the theatre. It can be used in any part of an auditorium with equally good results. It is simple in operation, requiring only two small dry cell batteries, which can be replaced at a cost of ten cents each and which can be purchased at any drug store.

The Mears Radio Hearing Device Corporation, 45 West 34th St., New York City, is the manufacturer of this new portable device. E. H. Stoltz, president of the company, reports a great demand for this instrument.

"THEATRE EYE" CHECKS TICKETS

A new device recently placed on the market makes it possible for an up-to-date check on theatre admisions at all hours of the day. Keen enthusiasm was displayed last week by theatre and circuit officials who saw a demonstration of the new atetndance indicator, called the "Electric Eye Auditor," perfected by D. H. Fink of Chicago.

With the use of the indicator a constant check on theatre attendance will be maintained, thus greatly reducing the free admission evil. The device is especially helpful to circuit houses because connections with the home office can be made so that registers at the home office will tell how many admissions have entered individual theatres every half hour.

According to Fink the "electric eye" consists of G. E. photo-electric cells and an electric auditing machine, a product of the Ohmer Fare Register Co. It is placed at the entrance door to the theatre and will supply statistical information giving the exact number of patrons that have presented tickets to the doorman. Each half-hour the device makes a tape record giving the number of admissions, time, date, month, year, employer identification keys, auditor and daily turnback registers.

Each time a patron enters the theatre pilot lights connected to the device will go off an on as a signal. If placed in the manager's office he can tell by the flicker of his pilot light the business being done at the box office.

FIVE FROM F. N. - WARNERS IN MAY

Hollywood—Warner Bros. and First National will release five of their biggest and most pretentious features during May. The Warner releases will include "The Millionaire," the Earl Biggers-Booth Tarkington modern story of American life in which George Arliss will be seen; "The Public Enemy," a dramatic story with a big cast of notables; and "Svengali," the adaptation of Du Maurier's celebrated novel, "Trilby," with John Barrymore in the role of the hypnotist and Marian Marsh in that of Trilby.

First National's releases will be "Too Young to Marry," with Loretta Young and Grant Withers and "The Lady Who Dared," the principal roles in which will be played by Billie Dove and Conway Tearle.

What Do You Know About Vacuum Tubes?

The man who KNOWS seldom has to worry. Here are ten questions. Look them over, and for every one that you can answer correctly give yourself five points. Fifty is a perfect score. If you cannot get above thirty-five it shows that you need a reading course to brush up. Be honest with yourself in your scoring. Only a fool fools himself.

1. What is meant by Input and Output? 2. How is Output controlled? 3. Can Volume be controlled by a meter? 4. Has the rheostat in the exciter lamp circuit anything to do with output? 5. What is the difference between a rheostat and potentiameter? 6. What is the general principle of the Fader? 7. What is Cross Talk and how can you eliminate it. 8. What method is best for cleaning Fader Contacts? 9. Is it ever permissable to use sandpaper or emery cloth for cleaning Fader contacts? 10. What is an Output fader and in what way is it different from the usual or Input fader?

We're not going to give you the answers to these questions, the idea is to have you dig up the answers from your books, if you don't know. In that way you probably will never forget them.—(Reprinted from The American Projectionist)

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

> **"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."**

SOUND PICTURES AND TROUBLE SHOOTERS MANUAL
PRICE 7 50/100
1930
CAMERON PUBLISHING CO.

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel
("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA
OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid·

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., **Kansas City, Mo.**

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

2,000 — Beautiful New Spring Cushion chairs at drastic low prices. C. G. Demel, 845 South State. St., Chicago. 3-31

FRANC Du-Phone disc talking equipment for sale; perfect condition, $600. Palace Theatre, Charlevoix, Mich. 3-24

EQUIPMENT WANTED

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

SILVER SCREEN 9x12 or larger wanted in good condition. Electric Theatre, Glasgow, Mo. 3-24

USED TALKING EQUIPMENT wanted to fit Motiograph projectors; must work and be cheap. Cozy Theatre, Green Ridge, Mo. 3-24

THEATRES FOR SALE

DANDY LITTLE SHOW in good territory and town of 2,000. House attractive and equipped first class. Has everything to make money. If interested and have some cash money, write A. V. Wade, Majestic Theatre, Gainesville, Texas. c3-24

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 3-31

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. 7-7 (16)

THEATRE ADVERTISING

ADVERTISE with flashy 4x9 dodgers. 1,000 prepaid $1.35; 75 words. King Shopress, Warren, Ill. 3-24

THEATRES WANTED

1083-SEAT Theatre building with equipment. Two years old, will be sold at Ruston, Louisiana, at receiver's sale, Saturday, April 11, at theatre building opposite post office. Good town and state college. Equipment appraised at eight thousand; building fifty thousand. Must bring 2/3 appraisement. Good opportunity for man with cash and who knows business. G. A. Adams, Receiver Kidd-Astor Amusement Co., Inc., Ruston, La. 3-24

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 3-31

HELP WANTED

SALESMEN to sell the only absolutely fool proof magazine fire protector on the market; prevents fire from entering the upper magazine of the projector; sells on demonstration. Write for open territory and demonstrator. Magazine Fire Protector Co., 103 North Rowan Ave., Los Angeles, Cal. tf

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

AT LIBERTY—Manager, capable of lobby displaying, sign painting; married, reliable. Reason for this ad: theatre destroyed by fire. Write or wire, Jack Cooper, Oakford Theatre, Richwood, West Va. 3-24

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

Rates Upon Request

ASSOCIATED PUBLICATIONS, Inc.
KANSAS CITY, MO.

Little Tips To BIG Things

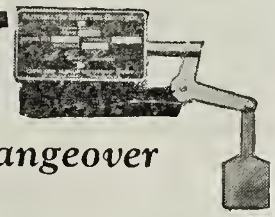
Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



Invisible *Changeover*

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 608 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. .....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. ......1910 K St. N. W.

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL

KOOLER-AIRE

NATURE'S REFRIGERATION

EASTER GREETINGS
To Your Patrons and Fun For the Kiddies. You Will Be More Than Satisfied With Our Sound and Music

NOVELTY EASTER GREETING TRAILER

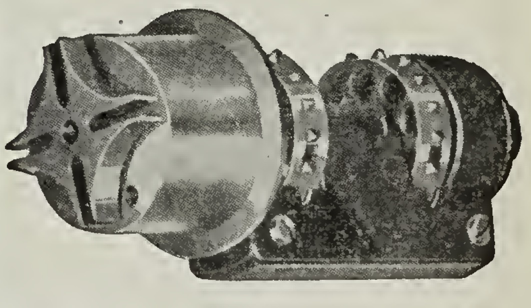
NATIONAL SCREEN SERVICE CORP.
126-130 West 46th Street,
NEW YORK
Also: Chicago - Dallas
Los Angeles.

N.A.N. FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.

MINUSA SOUND SCREEN
For Steady Patronage



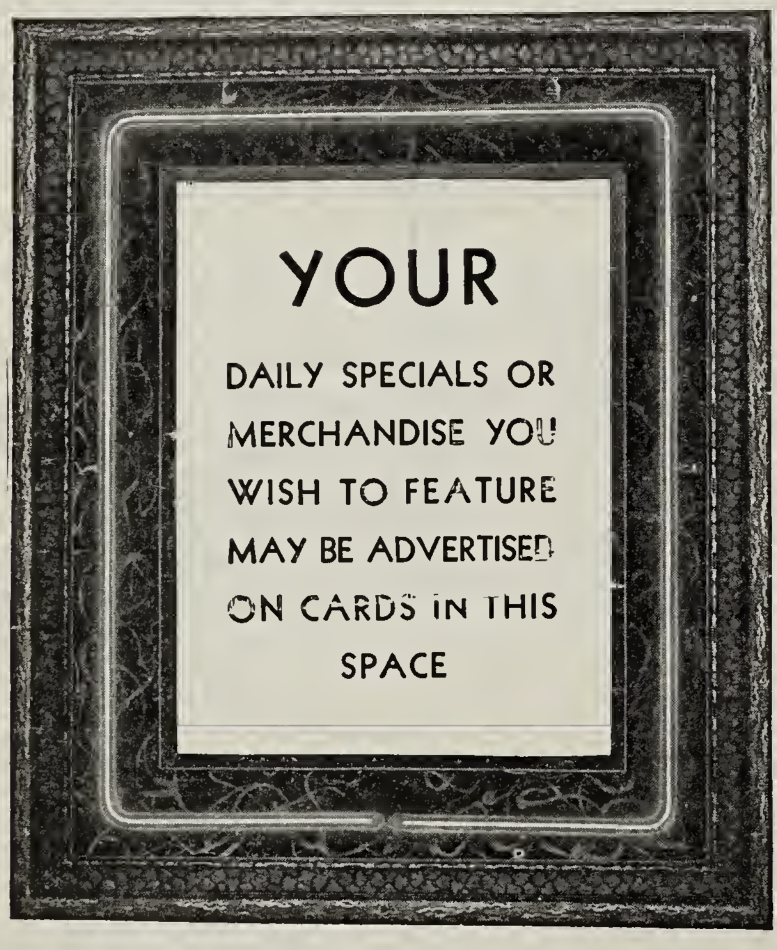
GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Unbelievable But True!

A Genuine NEON SIGN for Only.... $25.00


YOUR
DAILY SPECIALS OR MERCHANDISE YOU WISH TO FEATURE MAY BE ADVERTISED ON CARDS IN THIS SPACE

NEON LICENSED

OVER ALL SIZE 17½ ins. by 21 ins.
CARD SPACE 11 ins. by 14 ins.

CARVED SILVER FRAME
RED, GREEN OR BLUE NEON

COSTS ONLY 1c A DAY TO OPERATE

SERVICED FREE FOR ONE YEAR
AFTER FIRST YEAR TUBING REPLACED
FOR ONLY FIVE DOLLARS

OPERATES ON 60 CYCLE 110 VOLT A. C. ONLY

FURNISHED COMPLETE WITH
TRANSFORMER

TERMS — CASH OR C. O. D.

Compels Attention Ideal for marquis, lobby, show windows, hotel lobbies and other public places.

Attract the **EYE** • *Get the* **CROWDS.**

Stebbins Theatre Equipment Co.

ESTABLISHED 1899
THE "LITTLE FELLOWS'" FRIEND FOR 31 YEARS
1804 Wyandotte Street KANSAS CITY, MO.

MOVIE AGE

Volume XI MINNEAPOLIS, MINN., MARCH 31, 1931 Number 19

"Just For a Song"

The Price a Woman Paid for the Illusion of Success.

●

The Kind of Picture That Will Satisfy Your Audience to the Full.

POIGNANT!
MEMORABLE!
INTIMATE!

SONO ART-WORLD WIDE PICTURES INC.

"Just For a Song"

with **Constance Carpenter** *and* an All Star Stage Cast.

A Business Magazine
for the Film Trade in Minnesota, Wisconsin, Iowa, Nebraska, South Dakota and North Dakota

READ WHAT ONE EXHIBITOR THINKS OF THE BETTER PICTURES CLUB STARTING NEXT WEEK IN THIS PUBLICATION.

"BOX OFFICE REPORTS FROM EXHIBITORS ARE 85% ACCURATE" *Says J. W. Crabtree.*

Gentlemen:

It was with much pleasure I noticed the forming of the Better Pictures Club. I think this feature alone is worth the price of subscription and more to any exhibitor, especially in small town situations.

As you know, these exhibitors' reports were carried in a trade journal of extensive coverage, but for some reason they discontinued same and replaced the exhibitors' reports with reports from their own reporters, which to me does not mean a thing. If the reporter happened to have the belly ache, the picture was bad; but if he had two shots of "what is it" under his belt the report was rosy no matter how terrible the picture was.

When I can see perhaps a **dozen different reports** on the **same picture from exhibitors** that are in the field fighting the game for bread and butter, then, I can have a pretty concise idea about what to expect. In the old reports, after allowing a little for prejudices, etc., I found they were at least 85% accurate. I considered the exhibitor reports as a part of my business. They let me know where to play the pictures relative to days; if they were bad and I could not exchange I could cut down to one day, etc.

I sincerely hope this Better Pictures Club goes over. Frankly, you are doing the exhibitors a valuable service in this.

I enclose a few reports on pictures recently played.

Yours truly,

METRO THEATRE,
Clarendon, Ark.
(Signed): J. W. Crabtree, Mgr.

FILL OUT THE FORM BELOW

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ____________________ **Producer** ____________________

Remarks: ______________________________

____

____________________ **Weather:** ____________________

Title ______________________________

Star ____________________ **Producer** ____________________

Remarks: ______________________________

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

Join Now

←

MAIL IT TODAY TO
MOVIE AGE
945 Andrus Bldg.
Minneapolis, Minn.

M. E. CUFFEL
Editor and Manager

MOVIE AGE

PUBLISHED WEEKLY BY ASSOCIATED PUBLICATIONS, INC.

945 Andrus Building
5th and Nicollet
Minneapolis, Minn.

PUBLIX REFUSES TO PLAY CHAPLIN ON 50% SPLIT

Because of the stiff terms demanded by Chaplin, United Artists and Publix came to a parting of the ways over the new Chaplin picture, "City Lights."

The Chaplin picture is released independently of the United Artists' product which was bought in its entirety, otherwise, by Publix for the Twin Cities and whole Northwest circuit.

Unwilling to agree to a minimum 50 per cent split, Publix let the Chaplin picture get away to the RKO circuit for first-runs in Minneapolis and St. Paul, to Berger's Granada, an opposition house at Sioux Falls, S. D., and to the Granada in Duluth and Princess in Superior, independent theatres in direct competition with the Publix houses.

"City Lights" had enormous openings in both Minneapolis and St. Paul. It is expected to run at least three weeks in Minneapolis and two weeks in St. Paul.

LORENZ ASSISTANT MGR. OF FOX, MIL.

Milwaukee, Wis.—Jack Lorenz has succeeded Charles Koehler as assistant manager of the local Fox Film exchange. Mr. Lorenz was connected in a similar capacity with Fox in Minneapolis.

Gorilla Plug

Milwaukee, Wis.—Robert Gross, manager of Warner Bros.' Granada Theatre here, tied up traffic in front of the house in connection with an exploitation stunt featured at the time of the showing of "The Gorilla." Gross had a man, dressed as a gorilla, perform atop the canopy of the theatre, much to the amusement of the people passing by.

Omaha, Neb.—R. C. (Bob) Gary has assumed the position as manager of the Paramount Theatre here. Gary, until recently was operating the Des Moines Theatre at Des Moines. Prior to that he operated the Paramount Theatre, Des Moines, for the same period of time. Harold H. Sheridan, formerly associated with Fox in the East, has succeeded Gary, in Des Moines.

Century to Close March 31; Picture Situation Blamed

The surprise of the week in Twin City film circles was the sudden announcement by Publix that the Century Theatre in Minneapolis, one of the two leading Mill City houses, will close "for the summer" on March 31, following the completion of the two weeks' run of "East Lynne."

The Century remained opened throughout all last summer, following the installation of a new cooling and ventilating plant. It was closed, however, the summer before when it lacked a refrigerating system.

Business at the Century has nothing to do with the closing, as, it is said, the house has been operating on a profitable basis for the past few months. The move is due rather to the picture situation, according to L. J. Ludwig, Publix division manager.

"Admisson at the Century has been a flat 75c after 6:30 p. m., daily, the same as at the Minnesota," Mr. Ludwig explains. "There are only so many pictures suitable for use at such theatres. The difficulty has arisen to maintain our high screen standard at our loop houses and we decided the simplest way to solve the problem would be to close the Century and make more high grade pictures available for the other theatres."

Present plans call for the reopening of the Century next fall. It will be the second dark Minneapolis loop showhouse, Pantages having been closed practically all this season and having nothing in sight for the future. No other Northwest houses will be closed at this time, according to Mr. Ludwig. The earliness of the "summer closing" in the case of the Century is due in part to the extreme mildness of the weather and the belief that there will be an early summer.

Harold Kaplan, popular Century manager, will go to Rochester, Minn., temporarily to take charge of the three Publix theatres there. Ray Niles, who has been city manager at Rochester, leaves Publix to join the Finkelstein theatres in an executive capacity. Fay Tyler, Century publicity man, goes to Des Moines, Ia., to take over exploitation and publicity for all the Publix houses there.

RECRUITING MEMBERS

Milwaukee, Wis.—The newly formed Allied Independent Theatre Owners of Wisconsin is recruiting independent exhibitors both here and in the state to its cause. The organization anticipates a one hundred per cent representation in the state, but the outlook for Milwaukee is not so promising.

The newly-formed organization has applied for membership to Allied States and Al Steffes is expected in Milwaukee within a week to act upon this application.

SETTING DATES ON AFRICA SERIAL

Inquiries regarding the forthcoming Warner Brothers' serial, "Adventures in Africa," to be released in 12 chapters starting May 17, are already pouring in on the Warner Brothers' Minneapolis exchange, despite the fact that the release date for the serial is still more than a month away.

"We find the demand for a good serial surprisingly heavy throughout the territory and it already is a certainty that 'Adventures in Africa' will go over with a bang," said L. E. Goldhammer, Warner Brothers-First National exchange manager.

"Exhibitors say that patrons today want action pictures with lots of thrills. 'Adventures in Africa' will fill the bill, giving the public what it wants."

SHOWER PRAISE ON "DIRIGIBLE"

In Minneapolis on a tour of inspection, Phil Dunas, midwest and middle states' sales manager for Columbia, pepped up everybody at the local exchange on "Dirigible" which Dunas declares to be one of the greatest pictures ever and certain to smash box-office records throughout the territory.

A print of the picture is due any day and, upon its arrival, Ben Marcus, Columbia exchange manager in Minneapolis, plans to have an elaborate pre-view at the RKO Orpheum Theatre, inviting out-of-town exhibitors and other guests.

Columbia is considering roadshowing the picture in Minneapolis, but has not yet reached a definite decision in the matter, according to Marcus.

BUSINESS GOOD, SAYS TOM BURKE

The biggest business in the history of the Minneapolis Tiffany exchange is being experienced at present, with three of its newest releases, "Hell Bound," "The Single Sin" and "Drums of Jeopardy," in exceptionally large demand throughout the entire territory. Tom Burke is the present Tiffany exchange manager in Minneapolis and he has been making things hum since he left United Artists, where he also held down the exchange managerial job.

GOLDHAMMER TO TAKE VACATION

L. E. Goldhammer, Warner Brothers and First National exchange manager in Minneapolis, leaves for a month's vacation on April 1. He will spend the vacation in California, attending the Warner Brothers-First National sales' convention at San Francisco the last of April.

Four salesmen from the Minneapolis Warner Brothers-First National exchange will attend the San Francisco sales' convention as guests of their employers. It will be a two weeks' trip with all expenses paid.

Cress Returning

Friends of Cress Smith are congratulating him upon his appointment by Pathe to the position of district manager in the northwest territory, succeeding R. S. Ballantyne. Smith formerly was with the United Artists' Northwest office.

Distributors' Stand on Tie-in of Shorts Aimed at Brookhart

Sales Heads Declare They Are Opposed to Alleged Practice; Give Written Statements to M. P. T. O. A.

New York—A strong factor in the fight against the Brookhart bill,, according to M. P. T. O. A. officials is the declaration of distributors against the tying in of features and short subjects. Sales heads of major distributors have given the exhibitors' association written statements of policy opposing the alleged practice, it is reported.

M. A. Lightman, president of M. P. T. O. A., declares that the alleged practice of tying in features with shorts would be used as a strong argument in favor of the Brookhart measure by those who are supporting the bill, which will come before Congress in December.

M. P. T. O. A. has taken a stand against the bill, while Allied has expressed itself in favor of it.

ANIMAL SHORTS FROM COLUMBIA

New York — To add diversity to its coming season's lineup of shorts, Clumbia Pictures will augment its program with a series of thirteen single reel animal comedies, which will be directed and supervised by Bryan Foy, well known screen actor-author-producer. The films will consist of hilarious stories, with trained animals taking the place of human actors. In place of animal sounds, human voices will be synchronized to fit the action. An entire menagerie containing an assortment of animals including: lions, tigers, giraffes, dogs and cats will be used.

HUGHES TO MAKE AVIATION COMEDY

Hollywood — Howard Hughes' next picture, following his sensational newspaper film, "The Front Page," will be an original aviation comedy, as yet untitled.

The air film will go into production on April 6, under direction of Edward Sedgwick, M-G-M's ace comedy director, who has been borrowed for the occasion.

Robert Benchley, famous magazine and screen writer, is polishing off the script of an extremely humorous and original story, which has been months in preparation, and casting will get under way shortly.

HOFFMAN AND BACHMAN FORM PRODUCING FIRM

New York—M. H. Hoffman and J. G. Bachman are organizing a new production and distribution company which will have 18 features for the 1931-32 season. Distribution will be handled by independent exchanges under an arrangement by which Bachman and Hoffman will be interested. The company will begin active operation in about five weeks, the men announced last week.

PARAMOUNT TO START ON SHORTS

New York—Production of one-and-two-reel subjects for the 1931-1932 season will get under way at Paramount'e New York studio on March 30, Larry Kent, head of the short subject deparment, announced last week.

The initial production will be a one-reel comedy, "One Hundred Percent Service," starring Burns and Allen, vaudeville headliners and veterans of several previous Paramount comedies.

Among the other players who are scheduled to appear before the cameras during the first six weeks of production are Ethel Merman, Mitchell and Durant, The Hage Trio, Tom Howard, Billy House, Smith and Dale, George Dewey Washington, Ben Blue and Charlie Ruggles. The latter will continue his feature roles simultaneously with his two-reel stellar appearances.

According to the production schedule mapped out by Kent, three reels per week will be filmed during the coming season. In practice this may mean either three one-reel productions or a two-reeler and a single-reel picture. Ray Cozine and Aubrey Scotto will alternate on directorial assignments and Max Hayes will supervise and stage all dialogue.

82 Tiffany Shorts

New York — Tiffany will have 82 short subjects for the new season, Grant Cook said last week. Sixty of these will be single-reelers, Chimp comedies, Voice of Hollywood and the Howard Jones football series will comprise the program.

AUTOMATICS GET MONEY AT OPENER

New York—The Translux Theatre, automatic pictures, opened last week and according to reports the idea is working out successfully. Business is said to be building each day and with an admission of 25 cents, which is put into a slot, film men believe the experiment may be more than just a novelty. The theatre opened last week is the first of a chain planned by Trans-lux.

Fox Dividend

New York — At a meeting of the board of directors of the Fox Film Corporation held Wednesday, March 18, the regular quarterly dividend of $1 was declared on the A and B stock. It is payable on April 15 to stockholders of record of March 31.

Recovering

Hollywood—Wes Ruggles, who suffered a breakdown from strenuous work on "Cimarron," is reported to be on his feet at his Malibu beach home raring to get back to work on his new directorial opus for Radio Pictures, "Cock-eyed Youth," and original story written by him.

RKO-PATHE SALES CONVENTION SET

New York — Lee Marcus' anannouncement that the first sales convention of RKO-Pathe will be the first general sales meeting of the season in the industry has more than the average significance, for at these sessions to be held in Chicago on April 20,21 and 22 will be revealed the policy, sales and production plans of the newest motion picture organization, which has been reared upon the foundation of the industry's oldest company and inherits all its valued traditions. It is also significant in that the occasion will serve to introduce to the entire sales organization Ned Depinet, the recently appointed sales chief, President Marcus, Charles R. Rogers, production head, and other executives of the company.

Marcus reiterated his recently announced plans for twenty-one specials offering Constance Bennett, Ann Harding, Helen Twelvetrees, Bill Boyd and Eddie Quillan in four vehicles each and Ina Claire in one.

Discusing the short product, Marcus stated that the company had several stimulating surprises in the new product way which will be announced for the first time at the Chicago convention. In all 256 short subjects will be released. Of this number there will be 208 single reels, including Pathe News and the successful Van Beuren-produced group, Aesop's Fables, Vagabond Adventures and Grantland Rice Sportlights. Forty-eight two-reel comedies will be produced with box-office comedians featured.

Monogram Completes New Organization

New York—The complete organization of Monogram Pictures Corporation, with several new and distinct organization features which make this one of the most interesting of the season's independent developments, was completed and announced last week by W. Ray Johnston, president and general manager of the company.

The new plan calls for the issue of seventy-five hundred shares of no par value stock, available to a closely limited number of stockholders. Each of these stockholders will be independent distributing agencies, operating under a perpetual franchise, to distribute all Monogram-produced product, with a plan whereby each franchise holder must be a stockholder and, with the provision that his stock cannot be sold or transferred except to the corporation or other existing stockholders, the plan creates out of Monogram's distribution forces virtually a national organization closely knit under one banner.

Offices in twenty separate territories insure coast-to-coast coverage. An office in Canada and one for foreign distribution provides for extra American commerce.

The officers of the now completely organized company are as follows: W. Ray Johnston, president and general manager; Trem Carr, vice-president for production; Harry H. Thomas, vice-president for exchanges; James V. Ritchey, vice-president for foreign; Albert Fiedler, treasurer; J. P. Friedhoff, assistant treasurer, and M. S. White, secretary.

Monogram's home office will be on the tenth floor of 723 Seventh avenue, New York City.

PICTURE BUSINESS

WITH the congress adjourned until next December the industry has nothing to worry about in the way of national legislation until then. But all is not so quiet on the legislative fronts in many state capitals. While a great many pernicious bills have been defeated by aggressive exhibitor defensives, there are still a large number pending in various state legislatures that will not be abandoned until their sessions end, in some cases as late as June.

Those exhibitor leaders who have camped "down among 'em" in the halls where the attacks were waged deserve the highest commendation. Where adverse legislation has been defeated they have saved their fellow exhibitors many thousands of dollars—taxation which would have put the industry into a chaotic condition, perhaps beyond recovery. And those exhibitors who worked with their leaders either at home or right on the battle ground also deserve congratulations. On those fronts where the battles are still waging the efforts to defeat anti-legislation should go on as strong as ever. There must be no let down now, even if some victories have been scored. Legislation against the motion picture industry, in the states or at Washington, is as perennial as flowers in spring. The defense must maintain its strength until the very last minute of any session. It's a big job and a tough one, but it's one that cannot be shirked without untold damage resulting. And, as we have before stated, it's one task where exhibitor, producer and distributor must join hands and work as one.

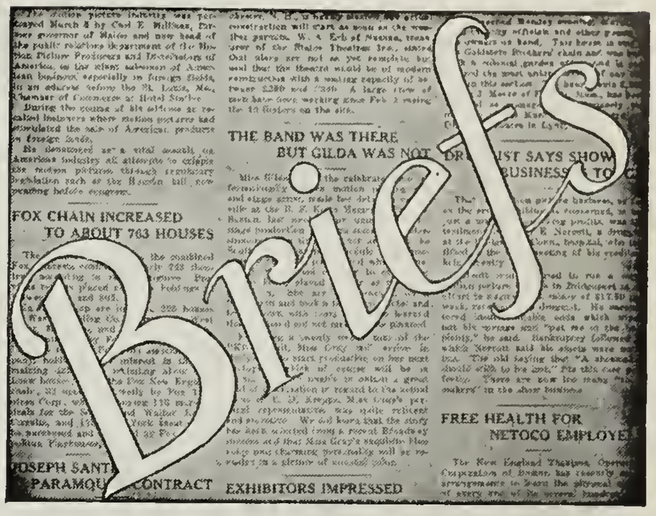
THE announcement by Radio Pictures that it will maintain its own staff of checkers and that it will be composed of men who have been trained to help exploit the checked picture should be a welcome bit of news to all exhibitors. RKO is just a youngster in the producing and distributing end of the picture industry, but it has from the start demonstrated to its older fellow producers and distributors that it understands the value of merchandising as it applies to selling picture entertainment to the public.

Some years ago practically every large company maintained an extensive field force of exploitation men who were constantly servicing exhibitors in their efforts to build larger box office receipts. In this day when percentage booking is in such general use it would seem that a re-instatement of such a service would be most appropriate. It would be a mutual service that would add to the profits of both distributors and exhibitors. We congratulate RKO for having come forward with this progressive step.

* * *

THE new selling season gets an earlier start this year. All sales guns are primed for a heavy assault on Mr. Film Buyer. From indications so far it looks like they're loaded with good ammunition. Anyhow, exhibitors are all anxious to see what the new season will bring and they hope for more consistent picture quality than the current season gave them.

Ben Shlyen


Briefs
FOX CHAIN INCREASED TO ABOUT 763 HOUSES
THE BAND WAS THERE BUT GILDA WAS NOT
FREE HEALTH FOR NETOCO EMPLOYE
EXHIBITORS IMPRESSED
PARAMOU CONTRACT

The 2,000 mark in German wired houses has been reached. Tobis-Klangfilm made the largest number of installations, with a total of about 760, followed by Kinoton with about 315.

* * *

A series of six one-reel Charlie Chaplin comedies, with music and sound effects synchronized by RCA Photophone, is being released on the independent market by Keystone Film Distributing Corp. George S. Jeffrey is sales manager of the company.

* * *

American stars are the overwhelming popular favorites in France and if properly presented in American films for foreign countries will solve the box-office question, was the statement made to Film Daily by Allan Byre, M-G-M managing director for the French territory and Latin Europe.

* * *

A series of 12 single reels entitled "See Amerca First," dealing with interesting phases of various localities throughout the country, is being made by Screen Classics Productions. Three subjects, New York, Washington and Boston, are already completed. Others to come are: Miami, Chicago, St. Louis, Denver, West Coast, Yellowstone National Park, Salt Lake City and Philadelphia.

* * *

Answering the demand for serials and series type pictures, Talking Picture Epics will cut all present and future feature productions into five and six separate reels and re-edit them so that all productions will be offered in both feature length and series form.

BEN SHLYEN, Editor-in-chief ALFRED F. STEEN, Managing Editor
This trade paper is published weekly by Associated Publications, Inc.
General Offices: 4704 East 9th Street, Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, vice-Pres.
ALFRED F. STEEN, Sec'y.

THE FILM GROUP
ASSOCIATED PUBLICATIONS

Chas. Mersereau, Eastern Mgr.
New York Office, 551 5th Ave.
Chicago Office, 1018 S. Wabash
San Francisco, 284 Turk St.

The Associated Publications are: The Reel Journal, Kansas City, Mo.; Movie Age, Minneapolis, Minn.; Michigan Film Review, Detroit, Mich.; Motion Picture Digest, Chicago, Ill.; Film Trade Topics, San Francisco, Cal.; Weekly Film Review, Atlanta, Ga.; The Ohio Showman, Cleveland, Ohio; Motion Picture Times, Dallas, Tex.; New England Film News, Boston, Mass.; Exhibitors' Forum, Pittsburgh, Pa.

"QUOTES"

JOSEPH PLUNKETT
RKO Theatres Chief

"Gangster stories are popular with the public because of so much newspaper space being devoted to racketeering. The next cycle probably will be detective mystery stories. Sex yarns are passe. There will be a return to musicals, but they will have a dramatic story as a reason for their existence."

"City Lights" Breaks House Records Here

Minneapolis (week ending March 27)—Business was splendid at most loop theatres last week. Charlie Chaplin's "City Lights" is proving a box-office knockout. Hundreds were turned away at its premiere and there were overflows all day Saturday and Sunday. The initial week's gross broke the house record and the picture should be good for at least three weeks. Celebrating its third anniversary with an extra big show and a dandy screen attraction, "Honor Among Lovers," the Minnesota also did well. Business was good enough at the Century to warrant the retention of "East Lynne" for a second successive week. With "Ten Cents a Dance" and "Gentlemen's Fate" both clicking nicely, the RKO Orpheum and the State had nothing to complain about.

Aster—The Hot Heriess (First National), Ben Lyon and Ona Munson. **Business:** Fair. **Summary:** A comedy about the romance of a riveter and a society heiress; not so hot. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy; serial.

Century — East Lynne (Fox), Ann Harding, Clive Brook and Conrad Nagel. **Business:** Good. **Summary:** Strong cast in the tear-wringing drama of the misunderstood wife who took the wrong way out. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Cartoon Comedy.

Minnesota—Honor Among Lovers (Paramount), Frederic March and Claudette Colbert. **Business:** Good. **Summary:** The intriguing story of what happened when an attractive girl married the wrong man. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage Show; Sound News; Fashion Reel.

Lyric — Don't Bet on Women (Fox), Edmund Lowe, Jeanette MacDonald and Una Merkel. **Business:** Good. **Summary:** A light comedy concerning a conceited young man's $10,000 wager that he can kiss another man's wife. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

RKO Orpheum — Ten Cents a Dance (Columbia), Barbara Stanwyck. **Business:** Good. **Summary:** An interesting drama of the predicament of a young girl when she finds that the man she has married is a thief and rotter. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville; Sound News; Golf Reel.

RKO Seventh St.—City Lights (United Artists), Charlie Chaplin. **Business:** Very big. **Summary:** Chaplin at his best in this corking silent comedy about a tramp and his romance; a few tears and many laughs. **Entertainment Merits:** 90 per cent. **Short Subjects:** Sound News; Comedy.

State—Gentlemen's Fate (M-G-M), John Gilbert and Louis Wolheim. **Business:** Good. **Summary:** An underworld drama with a lot of action and wth Gilbert giving one of his best talkie performances yet. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

MILWAUKEE

Garden—City Lights (U. A.), Charlie Chaplin. **Business:** Fair. (Ended second week). **Entertainment Merits:** 95 per cent. **Short Subjects:** Hearst Metrotone News and Vitaphone short.

Strand—East Lynne (Fox), Ann Harding, Conrad Nagel. **Business:** Fair (ended second week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy and Fox Movietone News.

Riverside—Kept Husbands (Radio), Dorothy Mackaill, Joel McCrea. **Business:** Fair. **Summary:** A rather tiresome offering kept alive by Miss Mackaill's witty lines and Ned Sparks' humor.

Majestic—Captain Thunder (W. B.), Victor Varconi, Fay Wray. **Business:** Poor. **Summary:** This piece is all about early Mexico with romantic ladies and gentlemen. **Entertainment Merits:** 80 per cent. **Short Subjects:** Pathe News; Vitaphone short.

Alhambra—Not Exactly Gentlemen (Fox), Victor McLaglen, Fay Wray. **Business:** Fair. **Summary:** Somewhat of a take-up on "Cimarron," not so well done or acted. **Entertainment Merits:** 85 per cent. **Short Subjects:** Music Master Series, "Handel," Universal Newsreel, "Leather Pushers" series.

Wisconsin—Dance, Fools, Dance (M-G-M), Joan Crawford, Lester Vail. **Business:** Good. **Summary:** A thoroughly melodramatic and highly spiced picture, appealing to the younger set. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Newsreel.

Palace — Lttle Caesar (First National), Edward G. Robinson, Douglas Fairbanks, Jr. **Business:** Fair. **Summary:** A smart gangster melodrama with a superb characterization by Robinson. **Entertainment Merits:** 90 per cent. **Short Subjects:** Johnny Arthur in "Parading Pajamas," Lee Morse in "Song Service," Pathe News.

THEATRE ASKS REFUND FROM CITY FOR LOSS CAUSED BY POWER FAILURE

Manitowoc, Wis.—The right of three Wisconsin theatres to collect from the city of Manitowoc for money and tickets refunded to patrons when electrical current at the local utility fails during a performance, is involved in a claim just filed by one of the theatres against the Manitowoc public utilities commission.

When a steam pipe at the Manitowoc public utility plant burst at 9:30 o'clock Saturday evening, March 7, the three theatres were hard hit by the sudden city-wide breakdown of power and light circuits.

At the Capitol there was a large turnout for the midnight show and the final showing of the Saturday evening feature had not been concluded when the picture faded from the screen and the talking voices of Leon Erroll and Mitzi Green suddenly died to a whisper and then were stilled entirely.

Flashlights were brought into play and it was announced that the power would be on again in a few minutes. An hour went by without relief. Manager Guiterman initiated community singing and other stunts to keep the audience interested. Finally, shortly before midnight, the crowd dispersed.

At the Mikadow Theatre the 9 o'clock audience never did see the final fadeout of Jeanette McDonald and Edmund Lowe. Here, too, flashlights and candles were called into play in the expectation that the normal supply of electricty would be resumed shortly. But after waiting about half an hour the patrons departed.

It was the same at the Strand Theatre on the north side of Manitowoc. The sudden darkness ended the show. Refunds were made and in many instances tickets, entitling the holders to return on a later date, were given to disappointed customers.

Throughout the two and one-half hours the regular power was not available the three theatres and all the rest of Manitowoc—with one exception—were enveloped in darkness during the March blizzard that howled outside. The only place with electric lights that night, after the current failure, was the Holy Family Hospital, where a Kohler electric plant "cut in" automatically and furnished current until the normal supply was resumed.

None of the three Mantowoc theatres is equipped with such an emergency source of power and light.

SUNDAY ELECTION REFUSED

Wilmar, Minn.—The local city council refused to sanction an election on Sunday movies, despite the fact that 1,300 residents had signed a petition asking for such a referendum.

As a pretext for ignoring the petition, the aldermen pointed out that Sunday shows had been defeated on two different times and that the present time was not considered auspicious for another ballot on the question.

Theatre men here, anxious to operate on Sunday, circulated the petitions.

"DRACULA" A HIT IN N. W. TERRITORY

"Dracula," Universal's big hit, has been booked solid throughout the territory for April and May, it is reported by J. E. Garrison, Universal exchange manager in Minneapolis.

The picture is packing 'em in wherever it is being shown in the Northwest, according to Mr. Garrison. Despite the fact that it played the RKO Orpheum for its loop first run in Minneapolis, Publix booked it into its Uptown Theatre, ace neighborhood house, for a solid week and also will use it for a second loop run at the Grand.

Mr. Garrison has just returned from a trip into North Dakota where, he says, Universal pictures are receiving a fine reception.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

HELP WANTED

Perfectone Sound Systems, Chicago, are interested in getting sales representatives in this territory on their sound-on-film equipment. They offer a guaranteed equipment complete and also sound heads to be used with present amplification on disc systems now installed. The equipment is reasonably priced and has a record for excellent performance wherever sold. For further information communicate with

Perfectone Sound Systems
1737 N. Campbell, Chicago, Ill.

PETE HARRISON SPEAKS ON THE INDUSTRY'S PRESS

Declaring that the box office reports as given by the Motion Picture Herald and Variety are inaccurate, "Harrison's Reports" of March 14 points out how the grosses on pictures in various cities vary in the two trade papers. The wide differences in dollars and cents reported by the Herald and Variety make the service rendered a useless one because of its inaccuracy, Harrison says.

"Pete" Harrison, long a champion of the independent theatre owner's cause, has established himself as a person to whom the smaller exhibitor can look for support and defense. "Pete" is on the job constantly as a sentry to guard against undesirable situations and, although radical in the minds of many, his observations and opinions are respected.

Further in regard to the trade paper situation, Harrison says:

"Do not be fooled! The producers know at all times how much each national trade paper means to them in advertising value; now and then they send out a questionnaire, either directly to the exhibitors, or to their field forces, and are told plainly and unmistakably how much each paper means to them. They have repeatedly found out that the exhibitors in most cases do not even take the wrappers off the national trade papers, but that they do read their regionals. A regional is the independent exhibitor's 'pal.' He reads it to learn about his fellow exhibitors and their problems. And yet the producers continue to spend money lavishly on the nationals and to starve the regionals. Do they fear them? If so, why?"

FLAGG AND QUIRT PREMIERE APR. 24

New York—The world premiere of "Women of All Nations," the riotous picture of the new adventures of Flagg and Quirt, will take place at the Roxy Theatre, April 24, according to an announcement by J. R. Garinger, vice-president in charge of distribution for Fox Film Corporation. The picture was completed this week under the direction of Raoul Walsh.

Supporting Victor McLaglen and Edmund Lowe in this film is a strong cast, which includes Greta Nissen, El Brendel, Fifi Dorsay, Marjorie White, T. Roy Barnes, Joyce Compton, Humphrey Bogart and Bela Lugosi. The locale of the story is world-wide, scenes being laid in Nicaragua, Panama, Sweden, Brooklyn and Turkey.

ONLY FOUR FILMS YET TO BE MADE OF 48 ON FOX 1930-31 SCHEDULE

Hollywood—Of the forty-eight pictures scheduled by Fox Film Corporation for the 1930-31 season, only four remain to be made.

Six pictures are now in production: "Women of All Nations," directed by Raoul Walsh with Edmund Lowe, Victor McLaglen, El Brendel and Greta Nissen featured; "Red Handed," the second Elissa Landi picture made in America; "Young Sinners," which marks the return to the screen of Thomas Meighan; "Riding for a Fall," featuring Spencer Tracy; and "Cure for the Blues," a George Ade story starring Will Rogers.

Two pictures are in preparation and will be ready soon for actual production: "Good Gracious, Annabelle," Jeanette MacDonald's next picture, and "Daddy Long Legs," in which Janet Gayner and Warner Baxter will be featured.

Within the last three weeks the following pictures have been finished at the Fox Film Studios and shipped to the New York offices: "Doctors' Wives," "Mr. Lemon of Orange," "Three Girls Lost," "Quick Millions," "Charlie Chan Carries On," "The Spy" and "Their Mad Moment."

The season's output included one special production, "East Lynne," which was not on the regular schedule.

"TWO FLAGS" TO BE "U" SPECIAL

Universal City — Carle Laemmle, Jr., announced last week that Ouida's famous novel, "Under Two Flags," will be picturized as one of next season's specials by Universal. While Laemmle, Jr., did not indicate who would play the role of "Cigarette" in this story of Algiers, it is understood that Sidney Fox is under consideration for the part.

Miss Fox, the Broadway ingenue who was discovered by Laemmle, Jr., last year and is making her screen debut in "Bad Sister," has been loaned to the Fox organizaton for "Six Cylinder Love," following which she will return to the Universal lot.

HARRY GOLD TO NEW U. A. POST

New York — Al Lichtman has announced that Harry L. Gold, his assistant since last August, has been appointed assistant general manager of United Artists Corporation. Gold embraced his new duties with the departure of his chief.

Hays Sees Cultural Trend in Pictures

New York — In an interview with Will Hays given out last week, the president of the M. P. P. D. A. forecasts a decided advancement of motion pictures as a medium of information, education and cultural source. Improvement in general entertainment values will remain foremost and selectivity will come in on a greater scale than ever before, Hays declares.

In reply to a query on what are the directions of development now open to the screen, Will Hays said:

"First, I would say, is the continuing improvement of motion pictures as a general entertainment medium. It is to the glory of the screen that it has been able to democratize the entertainment of the stage, the concert hall and even the opera to the millions of our people. The industry must leave nothing undone to effect continuous and steady progress in the quality of motion picture entertainment. Every advanced step taken in this direction, although some pictures acclaimed by critical opinion have failed of public support, is a step in the direction of creating higher standards of public appreciation.

"Second, I believe, is the continued improvement of the film as a medium of information. The newsreel already has established itself as a world-wide service that supplements the printed word. There is no saturation point in the informative services required by the human mind, and an increasingly larger vista is opened up to the newsreel by the combination of sound and motion now available through the screen.

"Third is the increasing development of the screen as an educational medium. Through the industry's co-operation, medical films, school films and popular educational films are already being produced, but the problem is still to be met upon a scale commensurate with its importance. The next decade, I believe, will show the full measure of the industry's contribution to all these pioneering efforts.

"The fourth development that now beckons to the motion picture industry is the field of selective entertainment directed to specific cultural groups. A Shakespearean cycle in the movies? Not at all improbable through such development. The classic dramas of literature? Sound and motion, color and perspective, bring these nearer to achievement on the screen. It is a tribute to the really fine pictures produced for popular entertainment during recent years that there should be growing interest in productions that would appeal to more selective audiences —for the translation of the highest possible entertainment, musical and cultural values to the screen."

Hays also rapped the ravings of incompetent film critics, the circulation of incorrect and irresponsible statements about American pictures abroad, and the busybody practice of pamphleteering against pictures to serve the cause of politcal censorship. He cited the fact that, in the last Film Daily poll of the Ten Best Pictures, the critics of the country named 54 films as worthy of a position on this roll, meaning that 54 outstanding productions, better than one a week, were turned out during the year.

Answering a statement about a high number of American pictures having been barred from Canada and Australia, Hays quoted figures showing that in the course of a year not a single picture was kept out of every Canadian province, although some were rejected by from one to seven individual provinces. Only three pictures, however, were turned down by as many as seven provinces and the same number by six provinces. Australian rejections amounted to only 2 per cent for the year.

RADIO CONVENTION ON COAST APR. 27

New York — Radio Pictures' sales convention will take place in Hollywood, April 27, according to an announcement by Joseph I. Schnitzer, president of the company.

This will be the largest gathering of the Radio Pictures distributing clan to date since the birth of this company. Every exchange manager and salesman from the company's forty distributing centers in as many cities in the United States and Canada will attend the convention. Three private cars, containing Radio Pictures offícals and staff, will be joined by a special train in Chicago en route for the Hollywood convention. It is estimated that over 250 will be in the party.

Holding the distributing destinies of this company in their hands, under Joseph I. Schnitzer, president, are Charles Rosenzweig, vice president in charge of production; Frand O'Heron, vice-president in charge of operations; Jerome Safron, general sales manager of the East; Cleve Adams, general sales manager of the West, and Ambrose S. Dowling, general manager of foreign export.

Wins Kids on Sight!

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

turn those Dull
IMMEDIATELY WITH

Building adult patronage through the
is an unfailing plan that

(If you have no dull nights—congratulations!)

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters. The Scooters are regular $3.00 retail values—the kind kids are bothering their parents for money to buy. And sometimes that money comes out of the family "talkie" budget, too, and parents miss shows they ought to see.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITES. The quicker he gives away these Free Scooters the more advertising he gets

IT WILL BECOME A REGULAR PART OF YOUR ANNUAL EXPLOITATION PLANS

ANY THEATRE CAN INCREASE ITS ATTENDANCE and PROFITS
with the
SCOOTER-NITE PLAN

CAN BE USED TO SELL SCRIPT, OR SPECIAL SINGLE TICKETS, TOO

nights into PROFIT-NIGHTS
---THIS PRACTICAL, ECONOMICAL PLAN

children is an accredited showmanship plan. Here every kid in the U. S. will go for!

through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Record Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120 -ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

COSTS YOU LESS THAN $4\frac{2}{3}$ CENTS PER ADMISSION

To illustrate: The Scooters costs the exhibitor $1.12 each. There are 24 stamps on Record Card. 4-2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4-2/3c per admission. Once a Scooter is awarded and appears in a neighborhood, youngsters' jealousy is started and no child will be content until he or she has received one of the 3-wheel Safety Scooters, **free from your theatre.** You will be proud to make this offer. It's fair and square.

Compare this tried and proved plan with any other. Judge it on your knowledge as a showman.

The
Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) ________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ____________________________ by__________________Mgr.

Town ________________________________ State ______________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.______________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

An Open Letter To

Motion Picture Exhibitors

March 31st, 1931.

To Motion Picture Exhibitors:

For nearly nine years this publication has been issued weekly with the honest attempt to be representative of everything beneficial to you and to acquaint you with local and national events of importance.

We have tried to make you feel that it was your medium of keeping in touch with things vital to the industry of which you are a part.

Our columns are, and always have been, accessible for you to use as a forum for open discussion of any of the industry's difficult problems.

During our term of existence this business of selling motion picture entertainment to the public has gone through many strange and remarkable phases. We have witnessed, since its inception in the trade paper field, the birth and growth of the talking picture which, in its newness, required that you, as an exhibitor, keep constantly in touch with what was going on in the world of motion picture science.

This publication has endeavored to keep you advised of these many changes as soon as they occurred so that you would benefit by early knowledge of current happenings.

Legislation and legal rulings affecting this industry have been published from time to time so that you would know immediately where you stood on these subjects.

These are only a few of the many departments through which this publication has endeavored to be an aid to you in profitably conducting your business.

We shall continue along these lines and welcome any suggestions from any exhibitor, whether a small independent or a member of a large circuit, that they feel should be carried out as part of our policy in trying to give you the greatest possible assistance.

In return for this we have merely asked you to mail us $2.00 for a year's subscription of 52 issues, less than 4c per week.

If you have not already subscribed, just pin a two-dollar bill to your letter head or business card and mail to your obedient servant,

M. E. CUFFELL, Editor,

945 Andrus Bldg., Minneapolis, Minn.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES AND SHORT SUBJECTS

PICTURE OF THE WEEK

Dishonored

Paramount—90 Mins.

Cast: Marlene Dietrich, Victor McLaglen, Warner Oland, Gustav von Seyffertitz, Barry Norton, Lew Cody, Davison Clark, Wilfred Lucas, Bill Powell. Directed by Josef von Sternberg.

If your patrons care for spy melodramas here is one they should like. In the short time Marlene Dietrich has been in the films—first as a success in "Morocco," again as a hit in "The Blue Angel," scores again as a spy in this thrilling war drama. For the first time Victor McLaglen is seen in a Paramount picture and he is excellent in his role as a Russian general opposite the alluring Dietrich.

The story, written as well as directed by Josef von Sternberg, opens with Dietrich as a woman of the streets who is hired by the chief of the Austrian secret service as a spy. Her adventures are interestingly portrayed. How she undergoes exciting experiences for the sake of her country and is finally court-martialed for letting McLaglen go free, form most of the plot, dramatized in a fascinating manner.

The picture has everything to make it box office—names, direction and story. Personally we don't think the average movie fan will care for the tragic ending. But the picture has some stirring war scenes and music added for effects to give the photoplay a fascinating touch.—J. S.

Doctor's Wives

Fox—78 Minutes

Cast: Warner Baxter, Joan Bennett, Victor Varconi, Helene Millard, Paul Porcasi, Nancy Gardner, John St. Polis, Cecelia Loftus, George Chandler, Violet Dunn, Ruth Warren, Louise Mackintosh, William Maddox. Directed by Frank Borzage.

An unusual film with Warner Baxter as a young surgeon whose wife (Joan Bennett) gets to believe that "the patient is the common enemy of every doctor's wife." She falsely accuses her husband of infidelity and, because she believes it true, accepts the love of another man (Victor Varconi). She becomes disgusted with her actions and becomes a nurse to try and win back her self-respect. When her husband is called in to perform a delicate operation on her lover she realizes his greatness and gets a new understanding as to why a doctor's time is not always at his wife's disposal.

Delicate situations are well handled and although not advised for the younger generation it has many good qualities in entertainment value. Miss Bennett's wardrobe will especially appeal to the feminine trade which is sure to be drawn in by the title. Settings are elaborate and no detail in modern medical equipment has been omitted. Cecelia Loftus as the cigar smoking aunt furnishes the only comedy relief.—Southwell.

Fifty Million Frenchmen

Warner Bros.—71 Minutes

Cast: Olsen and Johnson, William Gaxton, John Halliday, Helen Broderick, Claudia Dell, Lester Crawford, Charles Judels, Carmelita Geraghty, Nat Carr, Vera Gordon, Norman Philips, Jr. Directed by Lloyd Bacon.

This all-Technicolor screen adaptation of the stage play gives the vaudeville comedy team of Olsen and Johnson in the character of two fake detectives a fine chance to disport themselves in a laughable manner. The plot is laid in Paris and concerns a wager made by one American tourist that another cannot get himself engaged to an American beauty who also is in Paris.

The song and dance numbers in the stage show are missing but not missed. It retains all the spice and several of the wisecracks totter at the border line and often go over—on the wrong side. Helen Broderick, as an American tourist who wants to see the worst, shares the hot lines with the comedy team. She is from the orignal stage cast as are also William Gaxton and Lester Crawford. There is a very swell chase sequence that has never before been done in all the years of pictures. Olsen and Johnson are after their "men" and the whole police force of Paris is after the two detectives. They rush madly through the streets and literally slide their way for several blocks, push through fresh asphalt and when the traffic gets tied up, the pursuers continue on from taxi-top to taxi-top.

A bit sophisticated in dialogue but highly entertaining from a comedy angle.—Southwell.

The Tailor Made Man

M-G-M—70 Minutes

Cast: William Haines, Dorothy Jordan, Joseph Cawthorn, Marjorie Rambeau, William Austin, Ian Keith, Hale Hamilton, Hedda Hopper, Henry Armetta, Walter Walker, Forrester Harvey, Joan Marsh, Martha Sleeper. Directed by Sam Wood.

William Haines is here seen in another wisecracking role—not so good as some and better than others of its predecessors.

This is a family type picture. No one can take offense at a single word or a single situation in it. Neither can anyone get hilariously enthusiastic over the wisecracking pants presser of William Haines whose philosophy of life is that clothes make the man.

To prove it he borrows a dress suit from one of the customers, crashes a swell party and makes such an impression on the financial wizard who is the lion of the party that he draws a big job from him. His initial success in the world of big money is shattered when a jealous suitor exposes him as an imposter.

A plan to save the wizard from the proverbial crash works just in time to save Haines' job and to win the tailor's daughter from the jealous suitor.

Haines smiles through the role which is pleasing and fairly entertaining but is one which will not add greatly either to his reputation as an actor or to his popularity as a film star.

Joseph Cawthorne supplies the comedy as the owner of the tailor shop in which Haines presses pants, and as father of the girl whom Haines loves.

Dorothy Jordan is satisfactory as Tanya, the tailor's daughter, and Ian Keith, as the unsuccessful rival for her hand, plays the only heavy character in a story full of laughs. Sam Woods directed.—Elsie Loeb.

Not Exactly Gentlemen

Fox—60 Minutes

Cast: Victor McLaglen, Fay Wray, Lew Cody, Eddie Gribbon, Robert Warwick, Franklyn Farnum, David Worth, Carol Wines, Joyce Compton, Louise Huntington, James Farley. Directed by Benjamin Stoloff.

McLaglen goes "Western" in this film from the book "Over the Border" and gets the opportunity to display his fistic abilities in a bar-room brawl.

Story is one of the land rushes of the pioneer days so prevalent in many of the recent films. McLaglen as one of a trio of "bad men" with a price on their heads leads them to the rescue of a settler who is taking some racing horses to the border to enable him to make fast time when the starting gun is fired to start the rush and reach a gold mine which he has a map of. The settler is killed in the fracas but the trio finds his young daughter (Fay Wray) has saved the map. They cast their lot with her to help her stake the claim. When a notorious saloon keeper plots to steal the map the fights begin. He finally succeeds in abducting the girl and securing the map but the trio, after a rough and tumble fight, rescues her and start for the border line just as the rush has begun. With the race horses they go after the saloon keeper and arrive at the mine location together. Another fight results in the saloon keeper being knocked over a cliff. The girl stakes the claim just as the sheriff arrives in search of the trio who make a get-away.

Nothing outstanding to rate this above the average in entertainment value.—Southwell.

One Day To Live

Universal—20 Minutes

This is a fairly good short subject. In the cast are Emerson Tracey, Margaret Adams, Jack Duffy, Eddie Foyer and Nena Quarteno. Jack Duffy as the doctor who diagonses Tracey furnishes most of the comedy. The story is about a young man, believing he has only one day to live, tries to make the most of it by having a good time with a bunch of chorines at a night club. He is so busy enjoying himself that he forgets that he has asked his obedient servant to shoot him when the clock strikes 12. Here is where most of the comedy comes in. Most audiences should like this two-reeler.—J. S.

MERCHANDISING THE PICTURE

PRACTICAL SHOWMANSHIP AND PICTURE SELLING METHODS OF EXHIBITORS

BY THE MERCHANDISER

The Merchandiser Says

IT has been said many times that regardless of how good a picture is, it has to be exploited to get the business it deserves. Exploitation is essential but in many cases it is costly. The average independent exhibitor cannot afford to spend a great deal of money to exploit and advertise, despite the fact that publicity is such an important factor of this business.

Therefore, when an exhibitor puts over an extensive, profitable and clever campaign at a minimum cost, he has accomplished something. But why keep it a secret? There are thousands of other exhibitors who have booked the same picture which he has exploited so successfully and economically. These exhibitors would like to know how he did it.

We recently received a letter from a successful small town exhibitor in the south who said: "I notice now that another trade magazine has a 'manager's club.' This is O. K. but what does it amount to for the small exhibitor who possibly cannot afford to spend more than $5 or $10 for advertising and exploitation?"

And that's just what we're driving at. Circuits can afford to spend young fortunes for exploitation, but the smaller independents know only too well just how much they can spend in order to come out on the right side of the books.

Have you ever put over a wow of a campaign for as little as $5? It takes smart showmanship and careful planning but it can be done—and it is being done. If you have worked a stunt, or a series of stunts, on a single picture which brought in big business at an advertising cost of $5 or less, we want to print the story. In a few weeks the merchandising page of this publication will be devoted entirely to "$5 stunts." We want your campaign to be included. Shoot us the story of how you did it. Others will profit by it and you will profit by the campaigns of others.

Don't delay—send us that story today.

—The Merchandiser.

APPAREL TIE-UP FARRELL SERIES

THEATRES booking the RKO-Pathe's Johnny Farrell golf series will have the merchandising co-operation of some 3,000 department stores, sports and other links apparel dealers carrying the McGregor line of sportswear through a national tie-up with the D. D. Doniger Company.

Farrell is being featured in a deluxe window card in action poses from his film subjects and a space is allowed for local sniping of playdates and theatre names. These cards will be the focal point around which special window displays will be centered. The stock poster issued by RKO-Pathe on the series is also suitable for display in these special windows. Special mats of Farrell making a perfect swing are being issued to each McGregor dealer for use in his newspaper advertisements in connection with the local window displays, both timed with the playdates. In addtion, the Doniger Company is featuring Farrell and the picture tie-up on the front cover of 60,000 special booklets to be broadcast to all sports wear dealers. A publicity campaign in behalf of the co-operative tie-up will be featured by Doniger in sporting goods publications to promote dealers to team with theatre exploiteers.

PRESS HEADLINE AROUSES INTEREST

WHEN inhabitants of the town of Menominee, Mich., looked at their morning papers one day last week they were electrified by an eight-column headline:

Police Hunt Costello Slayer!

They were shocked, too, for the amazing news signified that Chicago had moved its gangland activities in their otherwise peaceful midst. But further reading proved the story to be a swell publicity stunt on the part of Manager M. Rosenblatt of Lloyd's Theatre for "Costello Case," current Sono Art-World Wide special.

Manager Rosenblatt had made a deal with the local Herald-Leader to run off a measureable number of copies with the headline in question, and early the morning of its issuance had a flock of boys deliver them to the doors of residences. With the exception of the head line, the full paper was an exact duplicate of the regular edition issued that day.

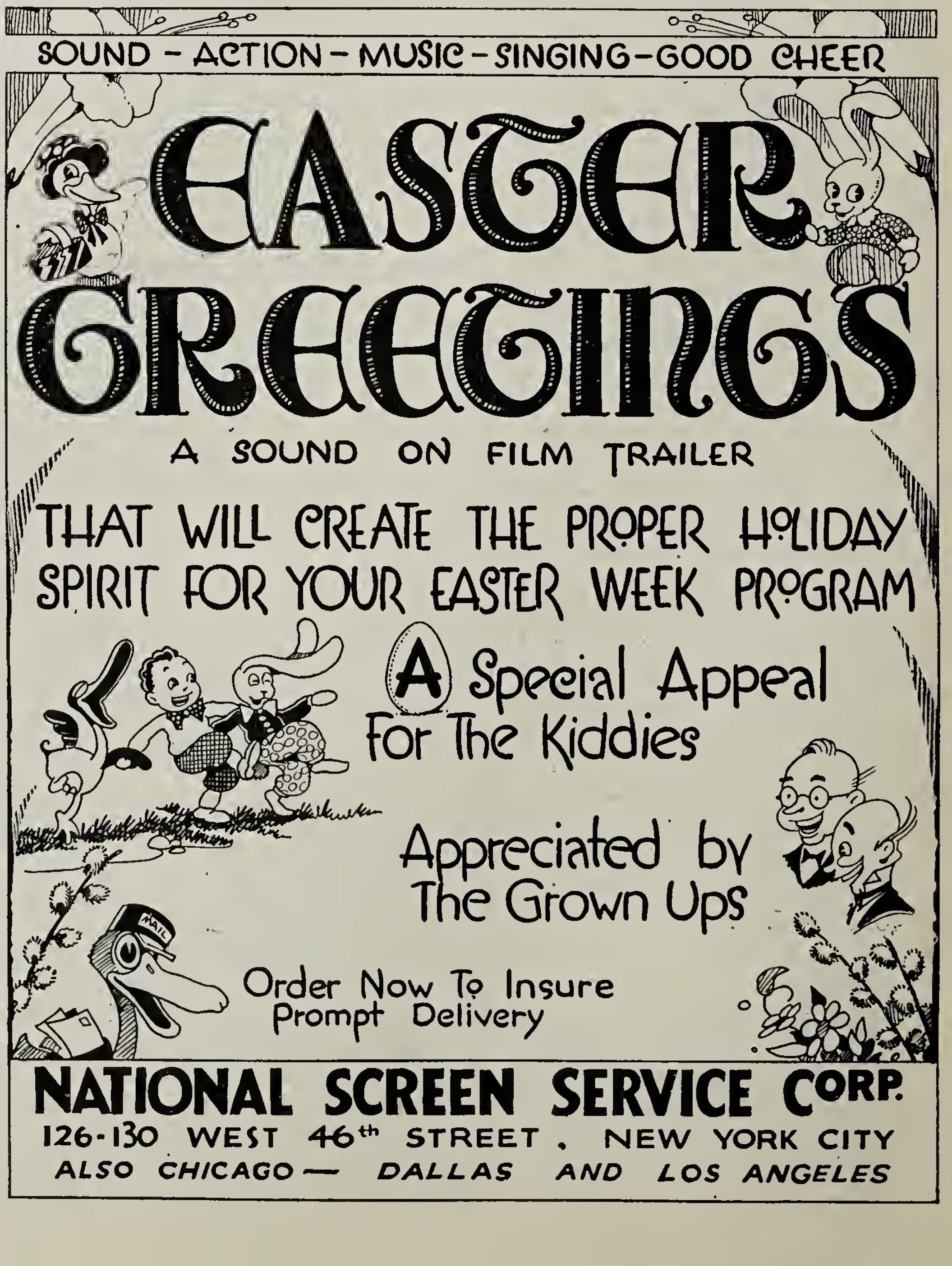
The scarehead was tied up with a large ad on "Costello Case" in the amusement section.

WESTERN UNION TIEUP ON "CODE"

LOUIS Lamm, manager of the Palace Theatre, Lorain, Ohio, used Western Union to tell about "The Criminal Code." The tie-up proved its effectiveness in extra dividends at the box-office.

Lamm had a self-addressed telegram sent to his theatre by Columbia with Walter Houston's signature. The telegram read, "'The Criminal Code,' a Columbia Picture, is I believe my greatest picture to date Stop Phillips Holmes and Constance Cummings co-star. H-D-T-C-C-A-P—S-D-T-M-C-A-S."

The jumbled letters preceded Houston's signature in a contest that gave the telegram an excellent follow-up at the box-office.



SOUND - ACTION - MUSIC - SINGING - GOOD CHEER

EASTER GREETINGS

A SOUND ON FILM TRAILER

THAT WILL CREATE THE PROPER HOLIDAY SPIRIT FOR YOUR EASTER WEEK PROGRAM

A Special Appeal For The Kiddies

Appreciated by The Grown Ups

Order Now To Insure Prompt Delivery

NATIONAL SCREEN SERVICE CORP.
126-130 WEST 46th STREET, NEW YORK CITY
ALSO CHICAGO — DALLAS AND LOS ANGELES

KINE-QUIPMENT

NEW DEVELOPMENTS
IN
THEATRE EQUIPMENT

THE PROJECTIONIST'S RESPONSIBILITIES

From the manufacture of raw film the process leading up to the production of the finished print are of purely academic interest to the projectionist, but from the moment he receives the reels of film from the exchange he is reponsible for the rest of its journey, from the celluloid to his audience.

In his projection room is apparatus no less delicate than that used in the various processes of production, and equally capable of ruining reproduction if any one of the numerous components should fall short of perfection.

It is regarded without question that today more than ever the projectionist runs the show. But at the same time it is a fact insufficiently realized by the operators themselves, and if the operator does not realize it, it is up to his manager to see that he does so.

In saying that the projectionist runs the show, it should perhaps be said that his apparatus does so. But since the talkie set capable of running with unskilled attention has not yet been evolved, it is vitally necessary that the operator should know and understand every portion of his equipment, and moreover keep every individual portion of it in perfect working order.

No two makes of sound equipment are identical in the attention they will require. Furthermore, different manufacturers vary in the thoroughness of their service.

Irrespective of these facts, however, it is the projectionist's duty to know all there is to know about his particular installation, not with the idea of supplanting the service man, but of giving the set the continual skilled attention which prevents breakdown. Yet he must restrain that very human tendency to meddle and interfere unnecessarily with the working of the set.

In the case of an emergency, it is imperative that the projectionist should be in a position to carry on until the service man can arrive. This naturally means that he must be able to locate the fault, and, if not cure it, at least repair it temporarily, and so enable the show to proceed. Great responsibility is therefore placed on the projectionist and the more he knows about his equipment the better results will be obtained.—Reprinted from The Film Daily.

ERPI ANNOUNCES NEW 3-A PHOTO-ELECTRIC CELL

Electrical Research Products announces the development and manufacture of a new, improved photo-electrical cell, to be known as the 3-A, which will be supplied with all Western Electric sound system installations in the future. It will also be listed as a regular replacement part.

Pending manufacture upon an adequate scale this new cell has been supplied in some cases in response to exhibitor demands at $25 each. The price in the future, as a replacement part, will be $16.50.

In appearance the new 3-A cell resembles its predecessors. The difference lies in that the old cells made use of potassium as the photo-electric element whereas the new ones make use of another metal base, caesium.

The advantages of the new cell are: a greater sound output with more effectiveness, immunity from the effects of shelf life and high temperature, greater stability and longer life.

NEW CLAIMS FOR SUPER-LITE LENS

Super-Lite Lens, put out by the Projection Optics Co., Inc., and adaptable to any projector, will increase illumination and reduce electricity expense, according to claims made by the company.

The construction of the lens, it is said, deviates radically from all previous types heretofore known and is guaranteed to increase the illumination and greatly reduce the electricity expense on projection.

The very long over-all length permits the rear lens to come as close as possible to the gate and therefore gather all the light rays, it is said.

Color Process

A new color process, Rotocolor, is the latest arrival on the market. Harold Muller of New York is the inventor of the process which involves a shutter device attachable to any standard projector and which is removable easily, allowing switching between black and white and color.

BIG DEMAND FOR PHOTOPHONE AC

New York — Between Feb. 24, when the first contract was signed and March 14, when the last report was transmitted to Sydney E. Abel, general sales manager, 104 complete units of the new RCA Photophone all AC operated sound reproducing equipment were contracted for by exhibitors in the United States and authorized distributors in foreign countries, according to G. K. Rudulph, director of publicity. Sixty-one units were for domestic installation and 43 were foreign orders. Twenty-six of the latter were for theatres in England, with the remaining 17 distributed among theatres in India, Venezuela and South Africa.

The following contracts for theatrical and non-theatrical installations were taken in the United States:

Nassau, Brooklyn, N. Y.; Strand, Wadsworth, Oho; Eltinge, New York, N. Y.; Roxie, Buffalo, N. Y.; Strand, Canton, N. C.; Wallace, Wooster, Ohio; Ritz, Newcomerstown, Ohio; Orpheum, Haskell, Okla.; Bobby, Brooklyn, N. Y.; Strand, Leon, Iowa; Sunset, Los Angeles, Calif.; L'Arcade, Yorktown, Texas; Goliad, Goliad, Tex.; Strand, Norwich, Conn.; Astor, Annville, Pa.; Riverside, Bridgton, Maine; Bostwick, Bridgeport, Conn.; Chief, Steamboat Springs, Colo.; Empire, Chillicothe, Mo.; Wigwam, Basin, Wyoming; Benton, Kansas City, Mo.; American, Bridgeport, Conn.; Peerless 5th Avenue, Brooklyn, N. Y.; Grand, Circleville, Ohio; Oasis, Wilson, N. C.; Mines, Idaho Springs, Colo.; Plaza, San Marcos, Tex.; Checotah, Checotah, Okla.; American, E. St. Louis, Ill.; Bello, Belle Vernon, Pa.; Indiana, Kansas City, Mo.; Marlo, Salt Lake City, Utah; Shaw, Quincy, Florida; Kozy, Moroni, Utah; Grand, Salem, Ohio; Hebrew National Orphans Home, Yonkers, N. Y.; Franklin, Springfield, Mass.; Theatorium, Lykens, Pa.; Broadway Mecca, Los Angeles, Calif.; Royal, Waterbury, Conn.; Warburton, Yonkers, N. Y.; Gem, Winthrop, Maine; Strand, Farmington, N. Y.; Winthrop, Brooklyn, N. Y.; Colonial, Amherst, Ohio; Pine Hills, Albany, N. Y.; Hayes, San Francisco, Cal.; Elwha, Port Angeles, Wash.; Grant Lee, Palisades, N. J.; Garden, Princeton, N. J.; Dayton State Hospital, Dayton, Ohio; Iowa, Lake City, Iowa; Temple, Greenville, S. C.; Ware Shoals Mfg. Co., Ware Shoals, S. C.; Bridge, St. Louis, Mo.; Iris, Belmont, N. C.; Mozart, Canton, O.; McFarland, McFarland, Cal.; Baltis, Kansas City, Mo.

51 NOISELESS RECORDING UNITS

New York—Noiseless recording is being used by practically every Western Electric producer-licensee. How thoroughly Electrical Research Products' engineers have gone about meeting the demand for this improved recording is shown by the fact that to date 51 Noiseless Recording units have been installed in West and East Coast studios. There are 41 units in the West and 10 in the East, located as follows:

West Coast: Warner-First National, 16; Metropolitan Sound Studios, 2; Metro-Goldwyn-Mayer, 2; Paramount, 13; United Artists, 6; Universal, 1, and Columbia, 1.

East Coast: Audio-Cinema, 1; Eastman Kodak, 1; Jam Handy, 1; Paramount, 5; Paramount News, 1; and Warners, 1.

COOLING
TODAYS MODERN THEATRES
➤➤ THE COMMANDER
THE SUPREME ◀◀
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.
☆ indicates productions that have received A-P Merit Award.

Air Police—Sono Art (65). Hair-breath action drama with a thrill-a-minute, starring Kenneth Harlan, Charles Delaney and Josephine Dunn. (Mar. 24)

Atlantic — Columbia (86). Produced by British International Pictures; has an amateur appearance viewed from the American technique; cannot be classed as good entertainment. (Mar. 24)

***Bachelor Father**—M-G-M (76). A wow of a comedy in which Marion Davies injects her best talents; first class entertainment despite the title. (Dec. 30)

Birth of a Nation — Triangle (80). Reissue of Griffith's immortal epic with musical accompaniment and sound effects. (Jan. 6)

***Blue Angel** — Paramount (100). Excellent performances are put over by Emil Jannings and Marlene Dietrich in an interesting manner. (Jan. 13)

***Body and Soul**—Fox (81). A powerful story ably directed and acted starring Charles Farrell and a new name—Elissa Landi. (Mr. 17)

Boudoir Diplomat — Universal (72). Sophisticated comedy of diplomacy and loves, gorgeous costumes and gowns; Ian Keith and Betty Compson gives excellent portrayals. (Dec. 23)

***Cimarron**—RKO (124). Absorbing from start to finish and one which should be classed as one of the most outstanding of the season. (Jan. 13)

***City Lights**—U. A. (86). A silent comedy but it's a wow—has everything except dialogue, and should make money because of Charlie Chaplin. (Mar. 3)

Cohens and Kellys in Africa — Universal (68). George Sidney and Charles Murray together again doing their usual antics to produce the laughs. (Jan. 6)

Command Performance—Tiffany (80). Sophisticated comedy-drama with a strong appeal; Neil Hamilton is excellent. (Jan. 20).

Criminal Code — Columbia (85). Crime story with an even distribution of comedy, pathos and drama; outstanding performances are given by Walter Huston, Phillips Holmes and Constance Cummings. (Jan. 6)

Dance, Fools, Dance—M-G-M (81). Popular appeal and first class entertainment starring Joan Crawford. (Feb. 24)

Dawn Trail—Columbia (61). Lots of action, romance, hard riding, gun play and all the ingredients of a first rate western; Buck Jones is right there. (Jan. 13)

***Devil to Pay**—United Artists (78). Subtle comedy-drama which gives Colman his best role; can be classed as one of the finer pictures of the current season. (Dec. 23)

Don't Bet On Women—Fox (70). Very amusing comedy based on a man's assumption that his wife is not susceptible to temptation with another man. (Mar. 24)

***Dracula**—Universal (78). Mystery thriller about human vampires and supernatural, morbid occurrences; even more hair-raising than the story or popular stage play. (Mar. 10)

Drums of Jeopardy—Tiffany (75). Adapted from Harold McGrath's sensational shocker; has all the necessary elements that go into the old 10-20-30 melodrama. (Mar. 24)

***Easiest Way**—M-G-M (75). Strong drama and another top notch performance for Constance Bennett. (Feb. 24)

East Lynne—Fox (83). High class drama of life several generations ago and as it is today; excellent performances by Ann Harding, Clive Brook, Conrad Nagel and Beryl Mercer. (Mar. 17)

Ex-Flame—Liberty (72). Modernized version of "East Lynne"; Marian Nixon displays marked ability in the leading role. (Dec. 30)

Fighting Through — Tiffany (60). Ken Maynard and his horse, Tarzan, should be liked in this fast moving western thriller. (Dec. 30)

Finn and Hattie—Paramount (82). Good comedy with a big cast of favoriates headed by Leon Errol. (Feb. 17)

Follow the Leader—Paramount (70). Most audiences will like this film version of the stage success; Ed Wynn is practically the whole show. (Feb. 10)

Going Wild—First National (70). Joe E. Brown in another real laugh comedy production. (Feb. 10)

Hell Bound—Tiffany (80). Gangster picture which should register with most audiences becouse of good direction and fine acting; Lloyd Hughes, Leo Carillo and Lola Lane are convincing. (Mar. 24)

Honor Among Lovers—Paramount (75). An entertaining feature for sophisticated audiences, interesting throughout and expertly directed with convincing performances by Claudette Colbert, Frederic March and a fine cast. (Mar. 17)

***Illicit**—Warners (81). Interesting story which presents the problems encountered in companionate marriage; Barbara Stanwyck is superb. (Jan. 20)

Inspiration—M-G-M (79). Mainly for adult patronage; good entertainment but cannot compare with Greta Garbo's previous talking effotrs. (Feb. 3)

***It's a Wise Child** — M-G-M (75). The talker version of the well known stage hit starring Marion Davies; should generally please at the box office. (Mar. 24)

June Moon—Paramount (70). Good entertainment for most of the Oakie fans. interesting story about an aspiring song writer. (Mar. 10)

Kept Husbands — R K O (75). Dorothy Mackaill and Joel McCrea make an excellent pair in this entertaining picture. (Feb. 17)

Kiki—United Artists (87). Good story but not one for Mary Pickford; should draw if Pickford still means anything at the box office. (Mar. 24)

Lash, The—First National (793. Highly colorful action drama of old California with good performance by Richard Barthelmess and Marian Nixon. (Feb. 10)

Last Parade—Columbia (84). Racketeer story that ranks ace high with Jack Holt giving a top notch performance; packed with suspense and thrills. (Feb. 24)

Little Caesar — First National (76). Expertly produced gangster story with Edward G. Robinson and Douglas Fairbanks, Jr., giving able performances. (Jan. 27).

Lonely Wives—Pathe (92). Sophisticated comedy production starring Edward Everett Horton and a splendid cast who all do their parts well in making this picture highly amusing. (Feb. 24)

Madonna of the Streets—Columbia (75). Better than average program material with satisfactory performances played by Robert Ames and Evelyn Brent. (Dec. 23)

Man to Man—Warners (70). Should please the majority of picture fans; Phillips Holmes and Grant Mitchell convincing throughout. (Jan. 27).

Man Who Came Back — Fox (80). The popular pair, Charles Farrell and Janet Gaynor, in an absorbing melodrama, which should make money. (Jan. 13)

Many a Slip—Universal (74). Fair program offering of youth and modern marriage, starring Joan Bennett and Lew Ayres. (Mar. 10)

Millie—RKO (85). From Donald Henderson Clarke's sensational novel and excellently portrayed by Helen Twelvetress and a splendid cast. (Feb. 24)

Once a Sinner—Fox (70). Dorothy Mackaill in a pleasing feature with some remarkable settings and good acting. (Jan. 27).

One Heavenly Night—United Artists (81). Comedy with music which makes satisfactory entertainment and should win many admirers for Evelyn Laye, British favorite. (Jan. 20)

Paid—M-G-M (85). Joan Crawford puts over a highly commendable performance in this new version of the celebrated stage play, "Within the Law." (Jan. 13)

Painted Desert—Pathe (77). Western picture which should please the majority; Bill Boyd and Helen Twelvetrees furnish the romantic interest. (Jan. 20)

***Parlor, Bedroom and Bath**—M-G-M (70). Plenty of laughs from start to finish, featuring Buster Keaton. (Feb. 17)

***Rango**—Paramount (75). Absorbing and unusually interesting nature production in Sumatra showing the wild beauty and hidden dangers of the region. (Feb. 10)

Red Fork Range—Big 4 (61). Okay for action fans and pleasing to others; typical western thriller starring Wally Wales and Ruth Mix. (Mar. 17)

Remote Control—M-G-M (66). Will please even those patrons who are tired of Bill Haines and his wisecracking; re-instates the comedian as a favorite. (Nov. 25)

Right to Love—Paramount (80). An outstanding production expertly directed and featuring Ruth Chatterton; its appeal is mainly for adults. (Dec. 23)

Royal Bed—RKO (72). An entertaining picture with luxurious settings with splendid direction and portrayal of the kind by Lowell Sherman. (Feb. 3)

Seas Beneath—Fox (97). Naval narrative dealing with the war concerning spies and submarines with George O'Brien as the star. (Feb. 17)

Second Honeymoon—Continental (60). A pleasing light comedy which has been handled and directed nicely. (Jan. 20)

***Southerner**—M-G-M (75). Besides Tibbett's singing being outstanding the story is a good one, well acted and directed and makes real entertainment. (Jan. 27)

Ten Cents a Dance—Columbia (80). Good dramatic offering which should generally please; Barbara Stanwyck is given capable support by Ricardo Cortez and Monroe Owsley. (Mar. 3)

***Trader Horn**—M-G-M (119). Based on the best seller of a few years ago; story unfolded intelligently by a good cast. (Feb. 3)

Unfaithful—Paramount (85). Highly sophisticated opus in which Ruth Chatterton is brilliant in an emotional role. (Mar. 10)

Wild West Whoopee—Cosmo (60). Good western story featuring Jack Perrin; should please the action fans. (Mar. 17)

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

2,000 — Beautiful New Spring Cushion chairs at drastic low prices. C. G. Demel, 845 South State. St., Chicago. 3-31

ONE DISC equipment complete; Sampson amplifier, Jensen speaker; new; never used, $250.00. Campbell Engineering Co., 2715 Oak, Kansas City, Mo. 3-24

TWO PAIR Mellaphone sound on disc turntables and attachments forfor Motiograph machines; practically new; one pair same for Powers machines, $150.00 per pair. Send for list other used equipment, projectors, ventilating equipment, stage lighting equipment, theatre chairs. Amusement Supply Co., 709-11 Twiggs St., Tampa, Fla. 3-31

TWO POWERS machines, two Morelite low intensity lamps with Rheostats, $200; will sell separate. Regent Theatre, Wayland, Mich. 3-31

DA-TONE SOUND SCREEN—Nearly new, 12x16 with frame, $60. Reason for selling: Have installed larger screen. Newman Theatre, Sturgis, Mich. 3-31

Powers—Model B, style E head; very late Powers equipment; motor driven with speed control, without lamphouse, $200.00. Cozy Theatre, Winchester, Ind. 3-31

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 3-31

WANT TO TRADE hotel furniture and lease for theatre equipment and lease. Hotel will make good home and income. Sam Fringer, Mangum, Okla. 3-31

THEATRES FOR SALE

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 3-31

FOR SALE OR LEASE—Bijou Theatre, Abington, Ill. Only theatre in town of 3,000 population. Theatre modern in every respect; seating capacity 600; sound-on-film talking equipment. Communicate with S. E. Pirtle, Jerseyville, Ill. 3-31

BEAUTIFUL SMALL THEATRE in heart of Blue Grass section, town of 3,500. No competition. Equipment like new. Sound installed. Bargain for cash. The Model Theatre, Nicholasville, Ky. 3-31

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

OPERATOR - ELECTRICIAN—Repairs own projectors; ten years' experience. Box 282, Mason City, Iowa. 3-31

AT LIBERTY — Projectionist; 12 years' experience; best of references. Satisfaction guaranteed. McDonald Howell, 3720 East 26th St., Bryan, Texas. 3-31

POWERS—Model B, style E head; very late Powers equipment; motor driven with speed control,

THEATRICAL PRINTING

ADVERTISE your movies with 3x8 dodgers. 50 words allowed. 1,000, $1.00; prepaid. King Shopress, Warren, Ill. 3-31

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. 7-7 (16)

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

Rates Upon Request

ASSOCIATED PUBLICATIONS, Inc.
KANSAS CITY, MO.

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

Invisible Changeover
"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.
Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

RCA
PHOTOPHONE
INC
SOUND EQUIPMENT

NEW YORK CITY
411 Fifth Ave.

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. ....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. .....1910 K St. N. W

STRONG
HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL
KOOLER-AIRE
NATURE'S REFRIGERATION

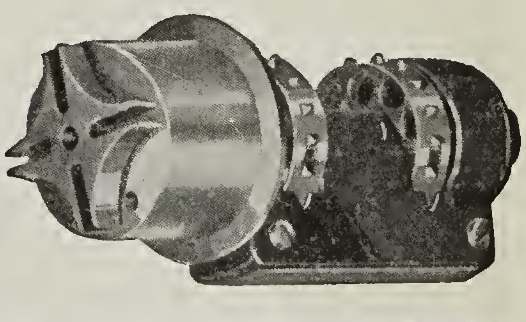
EASTER GREETINGS
To Your Patrons and Fun For the Kiddies. You Will Be More Than Satisfied With Our Sound and Music
NOVELTY EASTER GREETING TRAILER

NATIONAL SCREEN SERVICE CORP.
126-130 West 46th Street,
NEW YORK
Also: Chicago - Dallas
Los Angeles.

NAN
FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.
MINUSA
SOUND SCREEN
For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

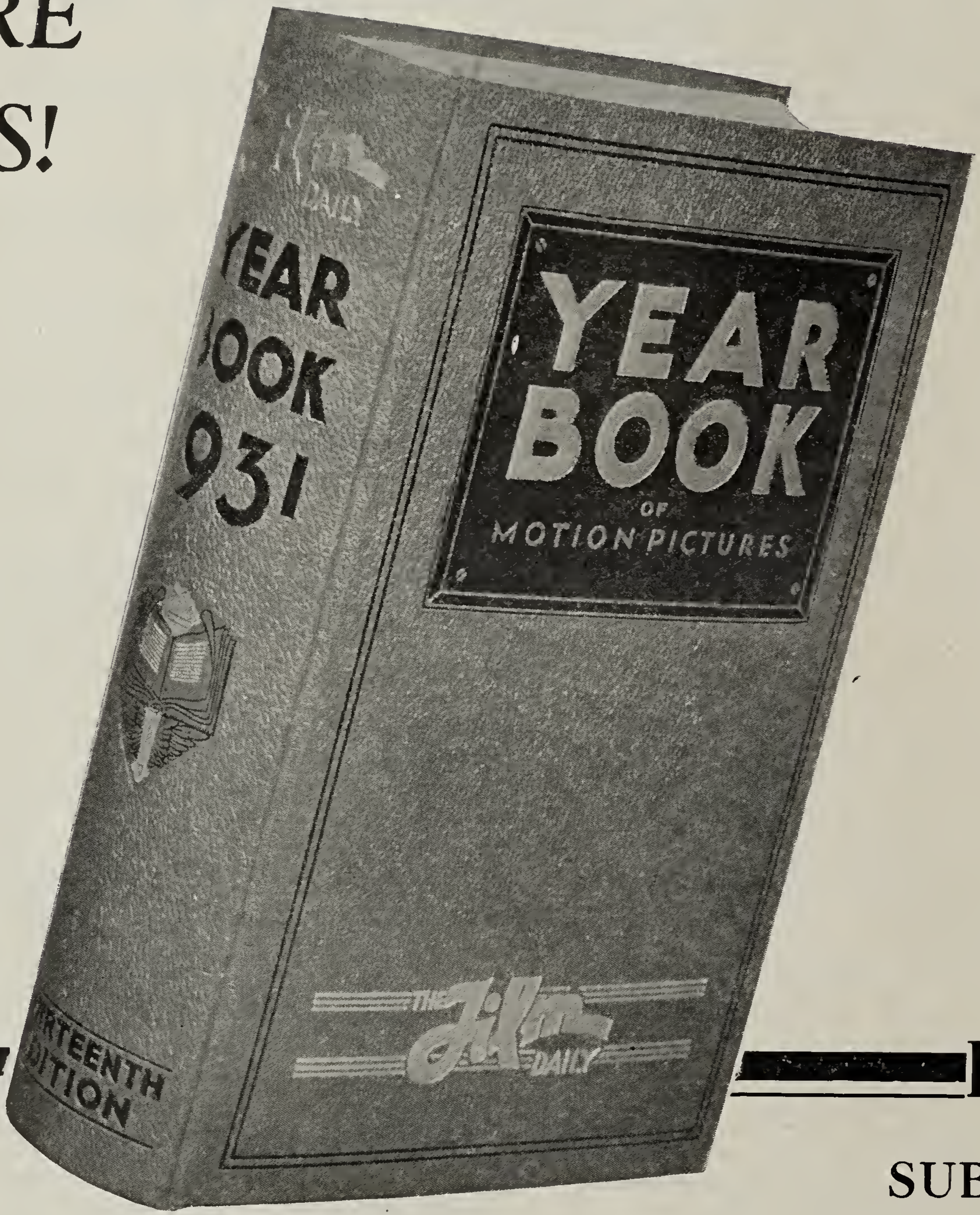
Steadier pictures and smoother running ar the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.0 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

The Motion Picture Industry's recognized authority—

HERE IT IS!

A complete and accurate compilation of data pertaining to the Motion Picture Industry



The Industry's greatest volume of information.

Free To SUBSCRIBERS To The Film Daily

1. 1930 Releases (complete data on each picture, producer, director, etc.)
2. 11,950 Tiltes (A list of pictures released since 1915)
3. Directors and their Work (Pictures and year)
4. Players and their work.
5. Authors and their Work.
6. Film Editors and their Work.
7. Recording Engineers and their Work.
8. The work of Cameramen.
9. Special articles by important technical men.
10. Distribution percentages.
11. Exhibitor Associations and their officers.
12. A complete list of all theatres in the U. S.
13. Personnel of Producers and Distributors.
14. A Showman's annual. How to exploit your pictures.
15. A Complete Financial Section.
16. Buying Guide for Exhibitors and Producers.
17. The Standard Theatre. Specifications by John Eberson.
18. Annual Survey of the Foreign Markets.
19. 1931 Legislative Sessions in each state.
20. Theatre Circuits together with executives' names.

and 1001 other important subjects

Date__________

To____________________________

THE FILM DAILY,
1650 Broadway,
New York City.
Gentlemen:

Herewith my check for $10.00—Start my yearly subscription to Film Daily service immediately.

NAME ____________________________

STREET ____________________________

CITY ______________ STATE________

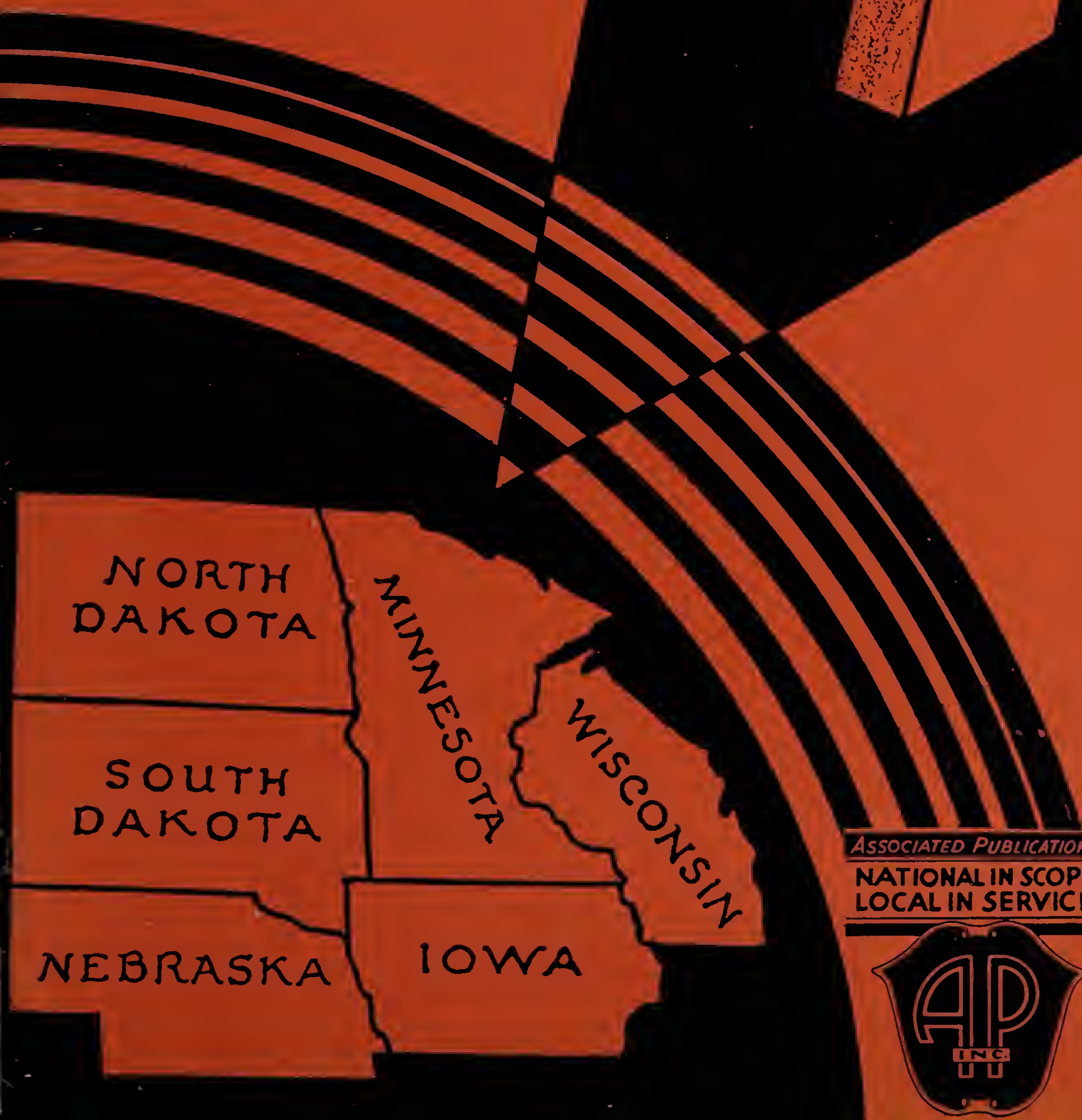
APRIL 7, 1931
VOLUME XI NUMBER 20

MOVIE AGE

ED RUBEN DECLARES PUBLIX PLANS NO MORE NORTHWEST EXPANSION

SHOWMEN URGED TO INCREASE THEIR ADVERTISING

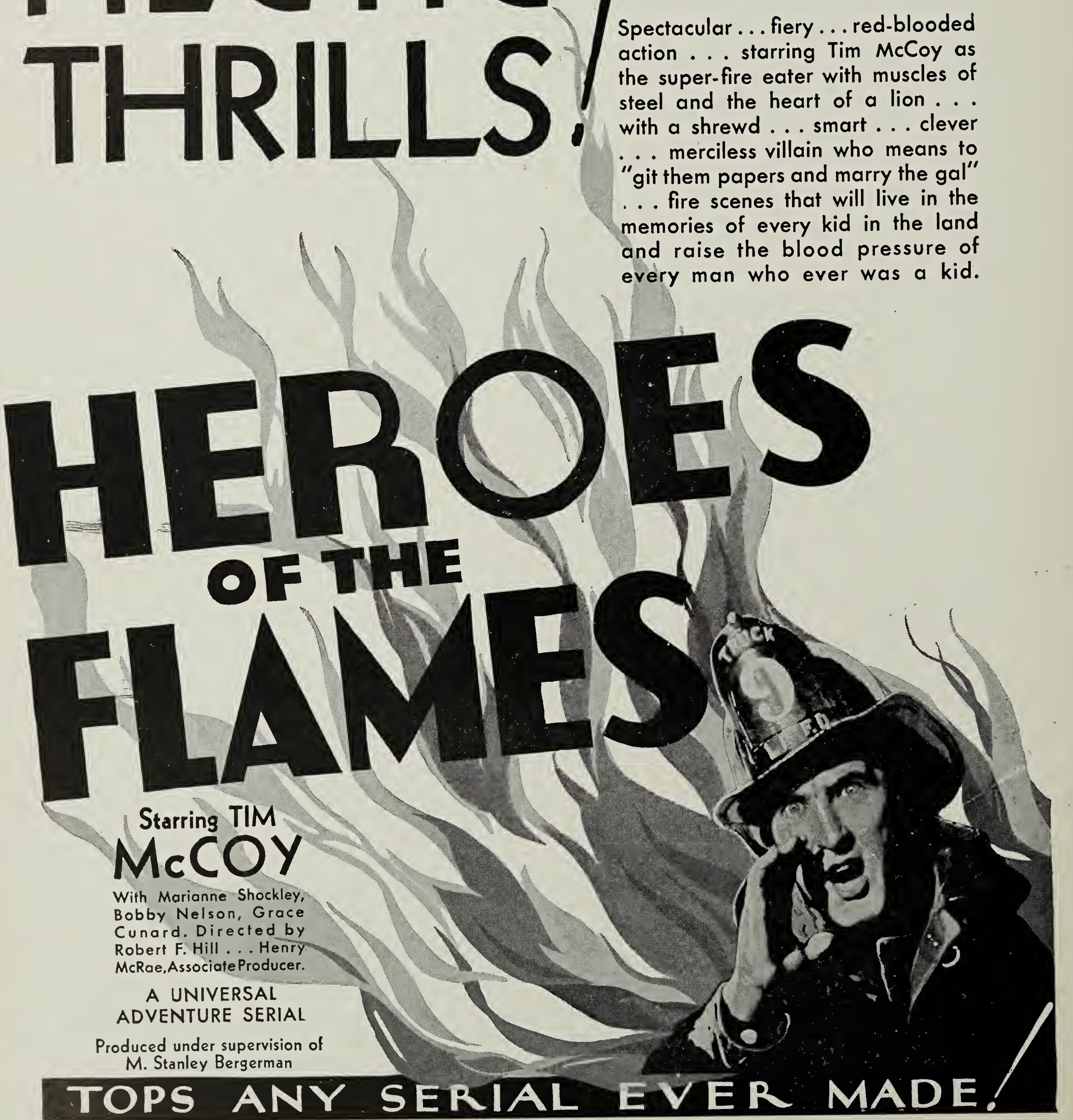
STILL HOPE TO WELD WISCONSIN ALLIED AND M.P.T.O. UNITS


NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
IOWA
WISCONSIN

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

10,000 HECTIC THRILLS!

Spectacular . . . fiery . . . red-blooded action . . . starring Tim McCoy as the super-fire eater with muscles of steel and the heart of a lion . . . with a shrewd . . . smart . . . clever . . . merciless villain who means to "git them papers and marry the gal" . . . fire scenes that will live in the memories of every kid in the land and raise the blood pressure of every man who ever was a kid.



HEROES OF THE FLAMES

Starring TIM
McCOY

With Marianne Shockley, Bobby Nelson, Grace Cunard. Directed by Robert F. Hill . . . Henry McRae, Associate Producer.

A UNIVERSAL
ADVENTURE SERIAL

Produced under supervision of
M. Stanley Bergerman

TOPS ANY SERIAL EVER MADE!

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
5th and Nicolett
MINNEAPOLIS, MINN.

Attack On Defense Fund

Publix Plans No More Expansion in Northwest Territory, According to Ed Ruben.

Action of directors and members of the Northwest Allied States' unit in inaugurating plans, as individuals, to raise a $100,000 defense pledge fund "for the protection of Allied members against invasion of their towns by Publix," was characterized by local Publix officials as "the setting up of a straw man in order to knock him down."

"We have given absolutely no consideration or thought to further expansion in this territory," declared Eddie Ruben, Publix divisional head. "It is news to us that we have plans under way to build theatres in a number of semi-key towns, including Fergus Falls, Minn., and Jamestown and Valley City, N. D., as was said to be reported to Allied directors at their Minneapolis meeting last week.

"All that Publix wishes to do in this territory is to keep what it has. It doesn't want any more theatres. We wish to state emphatically that we have no further expansion in mind. Reports to the contrary, such as those which were said to have been circulated at the Allied directors' meeting, are ridiculous."

If Publix should proceed to invade present Allied strongholds, the $100,000 defense fund would be boosted to one million dollars and used to build competing theatres in many of the towns now considered as closed Publix locations, according to statements issued following the Allied directors' meeting. The independents expressed confidence that they could raise such a huge sum if necessary.

An Allied committee was appointed to make a survey relative to the invasion of Publix towns so that the independents will be pre-

(Continued on page 5)

Urges Exhibitors Be On Their Toes

Roeder Says Showmen Should Increase Their Advertising Appropriations for Next Year.

An appeal to Northwest exhibitors to be on their toes is broadcast by C. A. Roeder, Paramount exchange manager in Minneapolis.

If exhibitors tend to their knittings properly, theatres throughout the territory should prosper this spring and summer in spite of the general depression and adverse seasonal conditions, because the product to be released during the ensuing months is above the average in quality and it is being continually demonstrated that the public will go to see good pictures.

This is the opinion of Mr. Roeder who urges the exhibitors to

(Continued on page 5)

Big Year for W.E.

Is Seen After Checkup of First Quarter on Installations; New Orders Coming In.

Results in the first quarter of 1931 for Electrical Research Products, Inc., of Minneapolis, indicate another banner year in distribution of the Western Electric sound system in this territory, it is announced.

Installations of Western Electric sound system now are in progress at Smith Brothers' Orpheum Theatre at Menonmonie, Wis., and J.

(Continued on page 5)

SEPARATE OFFICES

RKO and Pathe To Continue As Before

Despite their amalagamation, RKO and Pathe will continue to operate separate exchanges in Minneapolis, according to advice received here. "We'll be friendly enemies in the future, just as we've been in the past, it seems," said M. E. Montgomery, Minneapolis Pathe exchange manager. Separate sales' campaigns will be carried on by the companies the same as hitherto, he points out.

NEWS TO SCHANFELD

Realtor Knows Nothing of Pantages Deal

If Harold Franklin is negotiating for Pantages Theatre, Minneapolis, to add to his rapidly expanding theatre chain, the negotiations are being carried on directly with Alexander Pantages and without the knowledge of Joseph Schanfeld, local realtor who represents Pantages here and who is the rental agent for the house. The first that Mr. Schanfeld knew about the proposed entry of Mr. Franklin into the Twin City territory through operation of Pantages, which has been dark practically all season, was when he read the story in a trade publication, he says. With nearly all the picture product tied up by Publix and RKO it is thought hardly likely that Mr. Franklin will lease Pantages.

A Valid Solution

By M. E. CUFFEL
Editor

THE statement of C. A. Roeder, Paramount exchange manager, in the current MOVIE AGE should be read carefully by every exhibitor. Mr. Roeder furnishes what is probably the only valid solution of the problem of bad business which many theatre owners are wrestling with during these trying depression days. That solution is hard work and intelligent salesmanship, granting, of course, that the exhibitor enjoys the benefit of a salable product.

Mr. Roeder, unconsciously, makes it clear that such a trade publication as MOVIE AGE is indispensible to the exhibitor. In acquainting the theatre owner through its "merchandising column" and other features with selling methods successfully employed by other exhibitors in getting pictures across, MOVIE AGE performs a valuable and necessary service and indirectly puts many dollars into his pockets. A single good exploitation idea gleaned from one of its 52 issues may be worth many times the subscription price if it is the means of attracting more cus-

(Continued on page 5)

"Yankee" Top; "City Lights" and "East Lynne" Holdovers

Minneapolis (week ending April 3) — Business held up well through Week, generally regarded as one of the season's toughest periods for the show game.

"A Connecticut Yankee" was the big box-office knock-out of the week, drawing fine crowds to the Minnesota. This Will Rogers is quite some magnet here.

The RKO Orpheum also did well with "Behind Office Doors," while "City Lights" and "East Lynne," holdovers at the RKO Seventh Street and Century, respectfully, continued to pull profitable trade.

Aster—**Part Time Wife** (Fox), Edmund Lowe and Leila Hyams. **Business:** Fair. **Summary:** Fluffy and unconsequential comedy concerning the troubles of a husband with his golf-mad young wife. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Century — **East Lynne** (Fox), Ann Harding, Conrad Nagel and Clive Brook. **Business:** Good. **Summary:** Second and last week of the tear-jerking drama of a wronged woman; holds strong feminine appeal. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**It Pays to Advertise** (Paramount), Norman Foster and Carol Lombard. **Business:** Fair. **Summary:** The amusing comedy of a rich man's son who makes good in business, even competing successfully with his father who had discarded him as a failure. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota—**A Connecticut Yankee** (Fox), Will Rogers. **Business:** Good. **Summary:** Rogers keeps audience in constant laughter as the Connecticut Yankee who invades King Arthur's court; good, clean fun. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage Show; Sound News.

RKO Orpheum—**Behind Office Doors** (RKO), Mary Astor and Robert Ames. **Business:** Good. **Summary:** A rather light story about a young woman who halted on the brink of moral disaster; conventional sex stuff. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville; Sound News; Golf Reel.

RKO Seventh Street — **City Lights** (United Artists), Charlie Chaplin. **Business:** Good. **Summary:** Second week of the inimitable comedian in this laugh and tear fest.

State—**My Past** (Warner Bros.), Bebe Daniels and Ben Lyon. **Business:** Fair. **Summary:** The mildly interesting drama of a girl whose moral transgression blocks her roadway to real love and happiness; sophisticated fare. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Variety.

MILWAUKEE

Week Ending March 26

Alhambra — **Once a Sinner** (Fox), Dorothy Mackaill and Joel McCrea. **Business:** Fair. **Summary:** A modern sophisticated picture that does not pack the appeal which most Mackaill pictures do. **Entertainment Merits:** 80 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden — **City Lights** (United Artists), Charlie Chaplin. **Business:** Fair (ended third week.) **Entertainment Merits:** 95 per cent. **Short Subjects:** Newsreel; Comedy.

Majestic—**Aloha** (Tiffany), Ben Lyon and Raquel Torres. **Business:** Fair. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy and Newsreel.

Palace-Orpheum—**Stolen Heaven** (Paramount), Nancy Carroll and Phillips Holmes. **Business:** Fair. **Summary:** Not as entertaining a production as some of her previous pictures. **Entertainment Merits:** 85 per cent. **Short Subjects:** Pathe News; Comedy.

Riverside — **The Lady Refuses** (Radio), Betty Compson. **Business:** Fair. **Summary:** A fair entertainment vehicle. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville; Pathe News.

Strand—**It Pays to Advertise** (Paramount), Norman Foster and Carol Lombard. **Business:** Fair. **Summary:** A comedy filled with a host of wise advertising cracks. **Entertainment Merits:** 85 per cent. **Short Subjects:** Colortone Review; Fox Movietone News.

Wisconsin—**Honor Among Lovers** (Paramount), Fredric March and Claudette Colbert. **Business:** Average. **Summary:** A thoroughly clever and modern picture with a good cast. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox Movietone News; Fanchon and Marco Idea.

Hope to Reunite Allied and Wisconsin MPTO

Milwaukee, Wis. — An effort was made March 27 by Al Steffes of Allied States to reunite the Allied Independent Theatre Owners of Wisconsin and the MPTO of Wisconsin. Nothing definite was accomplished, however, insofar as Fred S. Myer, president of the latter organization, was out of the city.

Steffes has advocated certain things for the MPTO including the abolishing of protection and zoning, and has held the matter in abeyance for a period of 60 days. In the meantime the newly formed organization will continue to operate as it has in the past and at the end of that time it is expected that some solution in the matter will be reached.

STAFF KEEPS JOBS

Century Employes Are Given Positions

The closing of the Century Theatre in Minneapolis will not result in any of the employes being thrown out of work, Publix announces. The entire staff of the darkened house has been taken care of by the big circuit through assignments to other theatres. Century employes greeted with cheers the announcement that they would not be forced to join the army of the unemployed.

"DIRIGIBLE" COMING

Picture Said To Be Real Air Thriller

Columbia Pictures' latest picture, "Dirigible," will soon be released generally throughout the United States.

This spectacular picture of the air is the third of Frank Capra's trilogy of United States service pictures, the predecessors of which were "Submarine" and "Flight," and it surpasses both in thrills, action, romance, drama, direction and acting, according to those who have seen it.

The picture has just been booked in Grauman's Chinese Theatre in Los Angeles, where none but the biggest productions play, which is acknowledgment of its greatness.

"Dirigible" stars Jack Holt and Ralph Graves, who acted in Capra's two previous successes, supported by Fay Wray, Hobart Bosworth, and Roscoe Karns.

This is the thrilling story of a dirigible flight to the South Pole, and the landing on the icy plateau and the smash-up of the big ship and the fight back to civilization of the heroes who went out to conquer are thrills that will not soon be forgotten in motion picture history.

QUICK THINKING

Rockne's Name Dropped From "Yankee"

As a result of some quick thinking by Manager Gordon Greene, the Minnesota Theatre and "A Connecticut Yankee" broke onto the front pages of the leading Minneapolis newspapers.

Immediately upon learning of the tragic death of Knute Rockne, Mr. Greene had the name of the famous football coach dropped from the humorous quips of Will Rogers in the picture.

The newspapers were quick to appreciate the story in the manager's action and they played it up, along with other Rockne news, on their front pages.

Showmanship

The Minnesota Theatre (Publix) in Minneapolis displayed some enterprising showmanship when it advertised and displayed pictures of Knute Rockne in its sound newsreels the night of the day on which the noted football coach lost his life in the airplane crash. The pictures, showing Rockne instructing his boys in football, was preceded by an announcement of the tragedy.

Urges Exhibitors

(Continued from page 3)

increase their advertising appropriations and to devote more effort to exploitation than ever before.

The Paramount exchange manager suggests that theatre owners study their pictures carefully for selling points, devise their own methods of attracting patrons and look to such columns as those of "Selling the Seats" in MOVIE AGE for additional selling ideas which have served other exhibitors successfully.

"A year ago talking pictures were still a novelty and required comparatively little advertising or exploitation," says Mr. Roeder. "But now the novelty is worn off and pictures must be sold to the public. The exhibitor must go out and get the business, but it's there for him if he has what the public wants and can convince the public of that fact.

"This is a time when real ability counts, not only in the show business, but every other line of industry. It is a time, too, for hard work. Increased efforts are certain to be productive of results if intelligently directed. The exhibitor has an opportunity to demonstrate his showmanship."

It cannot be emphasized too strongly that plenty of good advertising is necessary to put over even the best pictures, according to Mr. Roeder's belief. He cites the fact that the producers and distributors realize this fact and are increasing their advertising appropriations. He urges the exhibitors to follow in the latter's footsteps.

"If exhibitors only would devote the same energy now to talking pictures that they devoted to silent pictures in the days when they realized that they had to work and fight to get business, there'd be no complaining about grosses," asserts Mr. Roeder.

Big Year

(Continued from page 3)

R. Elliot's Lakeland Theatre at Dassel, Minn.

William Gowan, well known Northwest showman, also has selected Western Electric equipment for his Orpheum Theatre at Ortonville, Minn., as has Jerry Hines at Pipestone, Minn. Mr. Hines is Pipestone's pioneer showman, having been identified with its theatres for a number of years.

Other theatrical and non-theatrical installations recently completed by the local distributor include the Iowa, Iowa City, Ia.; New Chisholm, Chisholm, Minn.; Gem, Waterville, Minn.; Hotel Nicollet, Minneapolis, and the Hotel Lowry, St. Paul.

Western Electric equipment for the hard of hearing has proved a box-office magnet and a source of much publicity, according to D. H. Ruliffson, district sales manager.

A Valid Solution

(Continued from page 3)

tomers to the box-office. Incidentally, MOVIE AGE, because of its nation-wide affiliations, is in a position to obtain the cream of exploitation ideas.

Economists believe that business has touched bottom, but that improvement will be slow and irregular. Even in normal times, summer is a difficult period for the theatre operator. The months directly ahead are naturally a source of concern for most exhibitors. Under all these circumstances, we feel it especially behooves theatre operators to expend the utmost possible effort to avert box-office troubles. If intelligent advertising and exploitation and hard work generally will not turn the trick the case is hopeless. But we believe they will because every indication, such as the patronage accorded good pictures all through the depression, points to anything but a hopeless situation.

HOUSE STAYS OPEN

Seventh Street Not To Close, Says Ames

Morgan Ames, RKO district manager, denies the report published in a trade paper to the effect that the RKO Seventh Street Theatre, Minneapolis, would follow the lead of Publix's Century Theatre, directly across the street from it, and close following the engagement of "City Lights."

No plans have been considered up to this time for the closing of the Seventh Street for the summer, according to Mr. Ames. The house lacks a cooling plant and, in most previous summers, including that of 1930, it closed during the heated spell. If similar action is taken this year it will be at a much later date, Mr. Ames says.

Mr. Ames also denies the statement in the erroneous story to the effect that the Seventh Street has been an almost continuous loser. As a matter of fact, he says, the theatre is well ahead for the present season and has been going along at a particularly progitable clip since the start of the new year.

"Painted Desert" follows "City Lights" at the Seventh Street.

Breese Popular

Lou Breese's new type of pit musical presentation is going over in fine style at the Minnesota Theatre in Minneapolis. An extensive exploitation campaign preceded the musical innovation, piquing public curiosity and putting patrons in a receptive frame of mind.

Celebrities Slated for Stock Company Here

Most of the big flesh-and-blood spoken drama news about the thetre is breaking in Minneapolis these days.

It's coming from a little office off the foyer of the Shubert Theatre where A. G. Bainbridge, manager of the Bainbridge Players and America's most famous stock producer, holds forth several hours a day planning entertainment for the lovers of the spoken drama.

It was from that office that word came not long ago that Miss Yurka, a star of "Lysistrata," and five other stage and screen luminaries would appear at the Shubert as guest stars with the Bainbridge Players.

And now comes another announcement that Jack Paige, former second man with the company here and for the last few months leading man with the Seattle Comuany of the Bainbridge Players, is returning here as leading man. He will succeed John A. Willarde, who is taking Mr. Paige's place in Seattle.

Miss Lurka opened her two weeks' starring engagement Sunday, March 29, in "The Squall." The week of April 5 she is appearing in "The Sea Woman." Both of the plays are her great successes.

Miss Violet Heming will begin a two weeks' engagement Sunday, April 12, in "This Thing Called Love." She will be supported by Mr. Paige. The following week she will play in "Ladies All,' a hit on Broadway this year in which she was the star.

Edith Taliaferro is coming to the Shubert for two weeks beginning Sunday, April 26. Leo Carillo, star of "The Saint," will play the week of May 10. Bert Lytell, motion picture and stage star, and his wife, Grace Menken, sister of Helen Menken, noted star, will appear week of Sunday, May 17.

Attacks Fund

(Continued from page 3)

pared in case that retaliatory steps become necessary.

It is expected that the present move will lead eventually to a demand that Publix return to independent operators all large town suburban houses and theatres in all towns not considered key spots. The claim is made that independent operation of such theatres would increase Paramount's film rentals and aid the fight against adverse legislation.

The Northwest Allied directors are on record as approving the proposal to support Universal by throwing as much business as possible its way so that the company may continue in existence as an independent and practically non-theatre operating unit in the producing and distributing field.

With only M. W. Miller of Cloquet, Minn., dissenting, the directors also approved the advertising sponsored newsreel deal. The vote was 20 to 1. Six directors were absent or did not vote.

Condemning the practice of some of the distributors in withdrawing certain pictures from their regular schedule and elevating them to the road show classification, the directors instructed W. A. Steffes, general manager, to advise exhibitors that they can cancel one picture from thier contract for each picture taken out for roadshowing. The suggestion was made that the highest priced picture on the contract be cancelled.

Specific mention was made of the M-G-M action in placing "Trader Horn" in the road show class. Mr. Steffes predicted that unless the distributors were brought to time at once they would raise their road show classification privilege as high as 50 per cent next year, in place of the present five to 12 per cent. He asserted that the "Trader Horn" road show engagement at the Century Theatre in Minneapolis, with Metro leasing the house outright, was unprofitable. The theatre records showing receipts in excess of $13,000 for the week, however, disputes this assertion.

EDDIE RUBEN BACK

Publix Manager Returns From Vacation

After a brief vacation at Excelsior Springs, Mo., permitting him to recuperate from his recent influenza attack, Eddie Ruben, Publix Northwest divisional manager, is back on the job.

The Northwest circuit is not contemulating any further theatre closings, according to Mr. Ruben.

"Now that the Century is taken care of for the summer, we're all through," he said.

ZIP OF SPRING

BACHELOR APAR

LOWELL
SHERMAN
IRENE DUNNE
SENSATIONAL STAR OF "CIMARRON"

LAUGH AND GET

SPRINGTIME EXPLOITATION SMASH

DOROTHY LEE
EDNA MAY OLIVER
HUGH HERBERT
DIRECTED BY GREGORY LA CAVA

WHEELER WOOL

IN NEW SMASHES

TMENT

RICH

SEY *in* CRACKED NUTS

TITAN HEADLINES SPIRIT OF SPRING IN THREE-TIME SHOW SPLASH!

Laughs bloom, depression scrams, as Radio leaps ahead of season with parade of quick cash attractions . . .

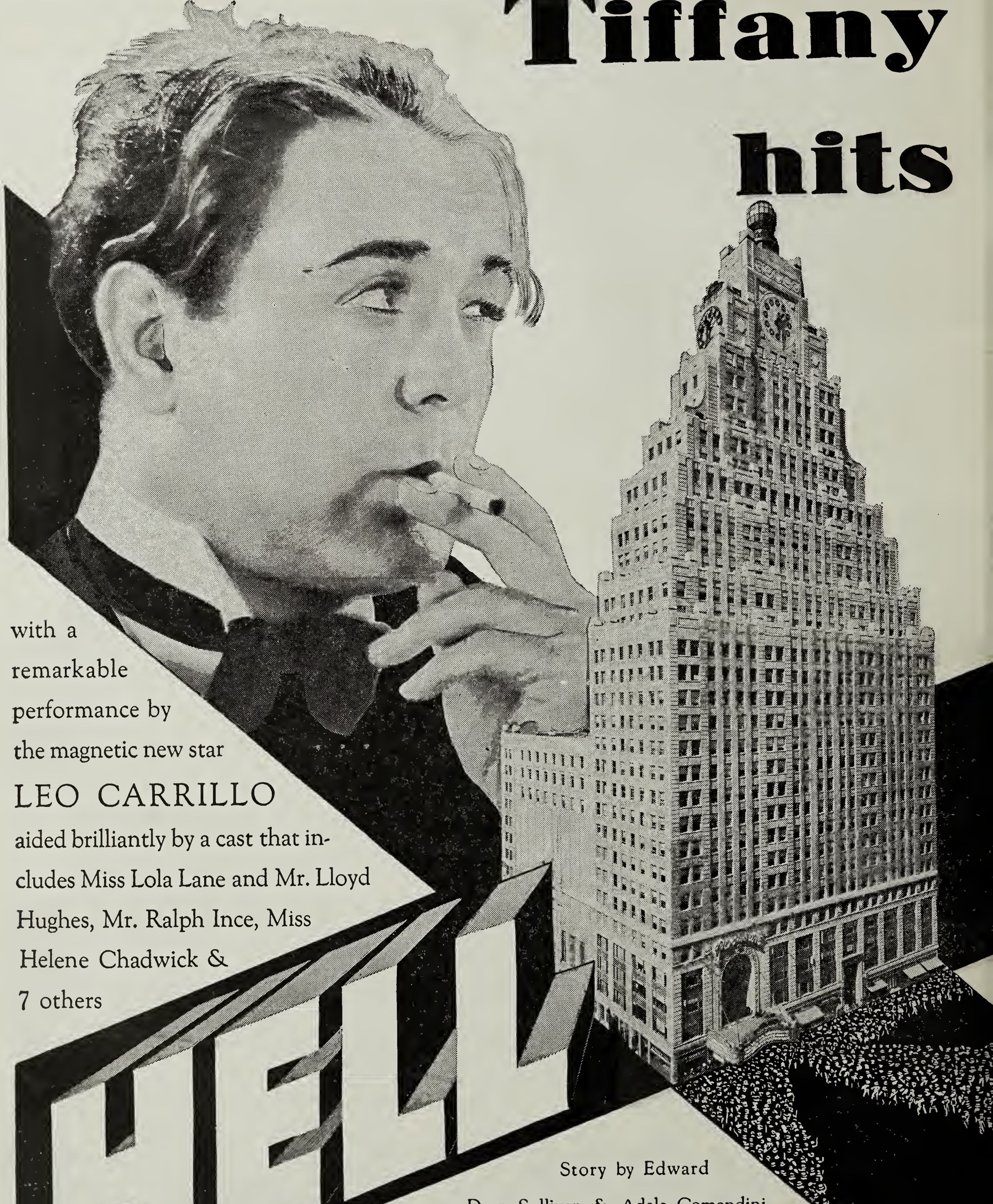
Spring in the air—Spring in the blood—and now SPRING LITERALLY SPLASHED ACROSS THE SCREEN in an array of money—getting joy shows . . . Money Names . . . Sound Entertainment Values . . . Titles and themes . . . destined to set an epidemic of optimism raging through the show world!

DOROTHY LEE
EDNA MAY OLIVER
STANLEY FIELDS

Radio PICTURES

Reg. U. S. Pat. Off.

Tiffany hits



with a
remarkable
performance by
the magnetic new star

LEO CARRILLO

aided brilliantly by a cast that includes Miss Lola Lane and Mr. Lloyd Hughes, Mr. Ralph Ince, Miss Helene Chadwick & 7 others

Story by Edward
Dean Sullivan & Adele Comandini
with the adaptation by Julian Josephson

A JAMES CRUZE PRODUCTION

Directed by WALTER LANG · Produced by SAMUEL ZIERLER · recorded by RCA Photophone

crime-sensation the Crossroads of the film world!

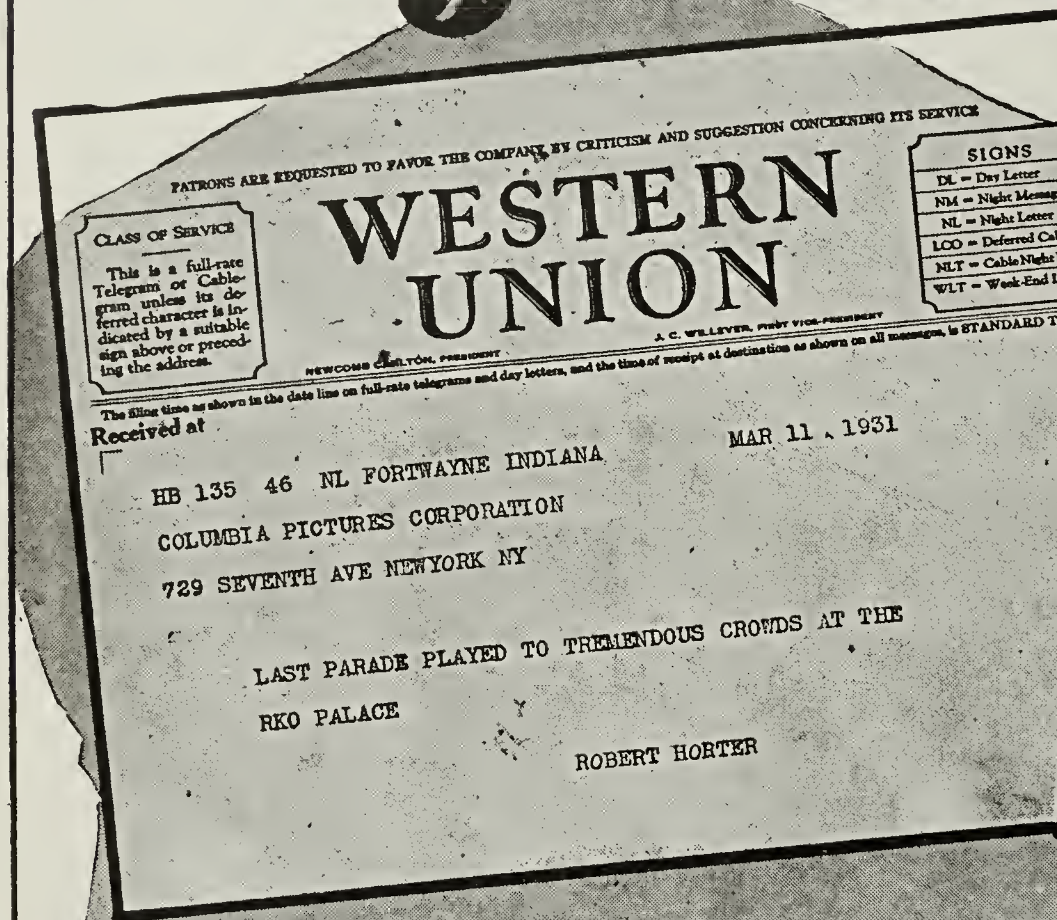
BOUND

BOOKED DAY AND DATE INTO N. Y. AND BROOKLYN PARAMOUNT

Big drive starts in a blaze of glory! Unlimber that super-super artillery! For HELL BOUND, mighty Tiffany gang film the trade's raving about, makes its debut as the big-time attraction of all time at the Crossroads of the World . . . Tiffany-Cruze-Carrillo have created an immortal film that stands head and shoulders above any crime picture yet made—absolutely without exception! With Leo Carrillo, filmland's terrific new sensation, giving a gang-leader performance without parallel in the history of motion pictures. It's your cue to shoot the works!

"HELL BOUND"—SET TO SWEEP NATION'S CLASS-A HOUSES!

SMASHING RECOR
from BROADWAY



PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

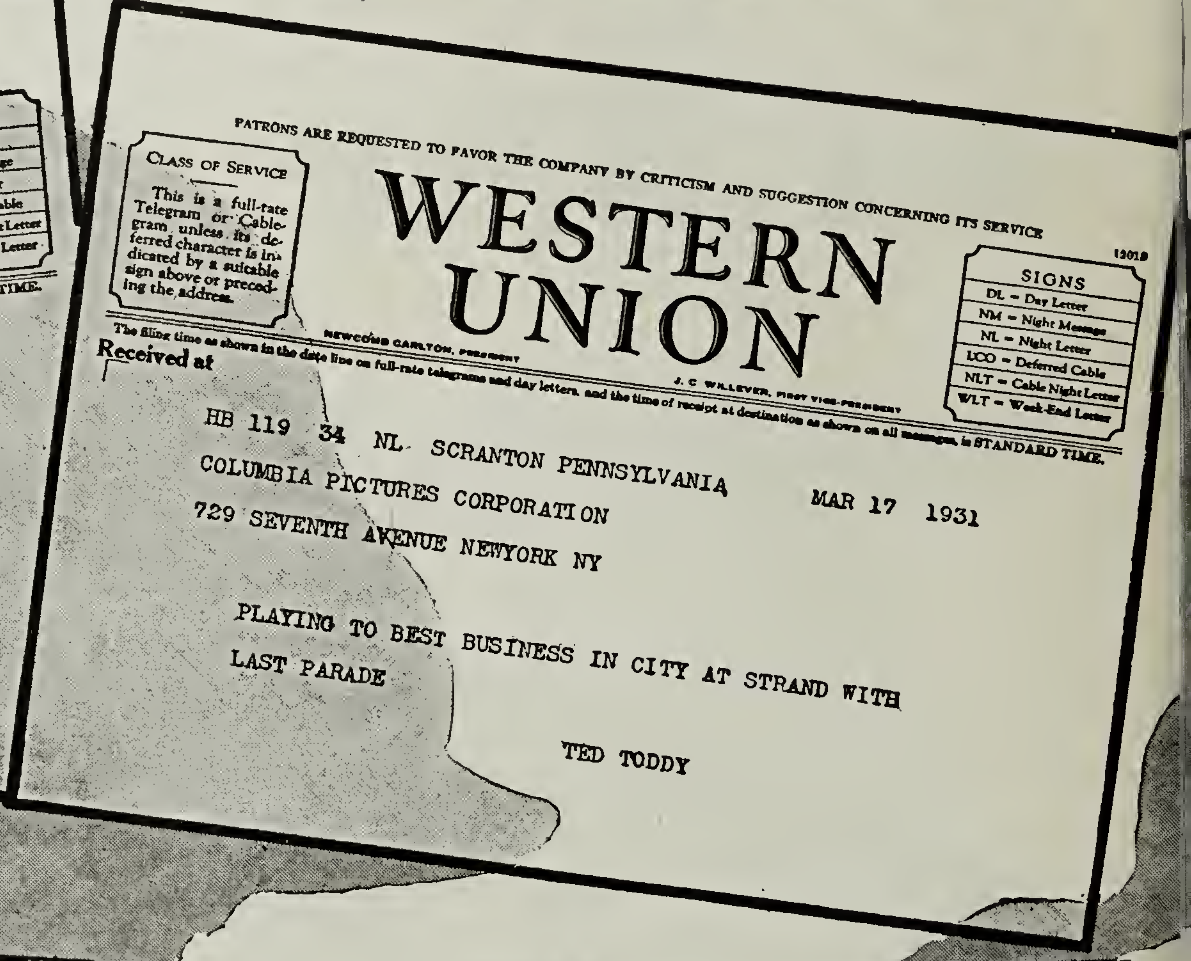
NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

HB 135 46 NL FORTWAYNE INDIANA MAR 11 1931
COLUMBIA PICTURES CORPORATION
729 SEVENTH AVE NEWYORK NY

LAST PARADE PLAYED TO TREMENDOUS CROWDS AT THE
RKO PALACE
ROBERT HORTER



PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

1201B

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

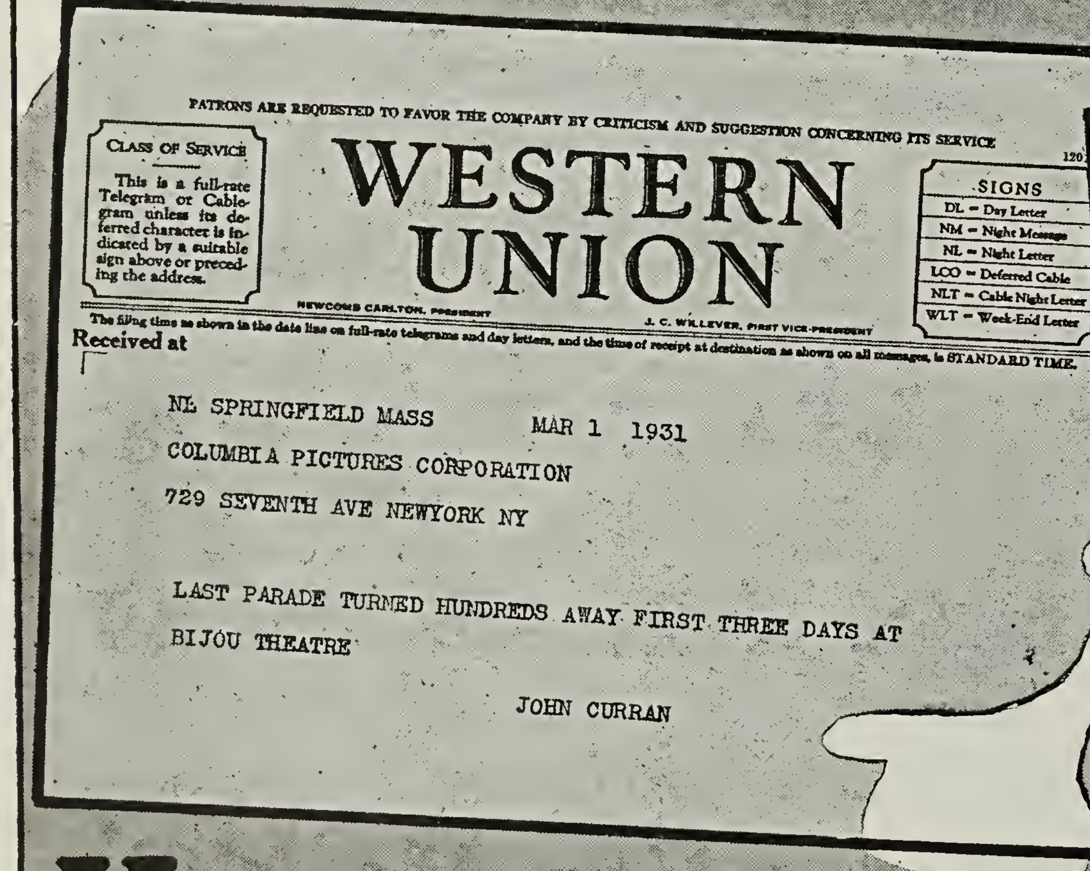
NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

HB 119 34 NL SCRANTON PENNSYLVANIA MAR 17 1931
COLUMBIA PICTURES CORPORATION
729 SEVENTH AVENUE NEWYORK NY

PLAYING TO BEST BUSINESS IN CITY AT STRAND WITH
LAST PARADE
TED TODDY



PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

120

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

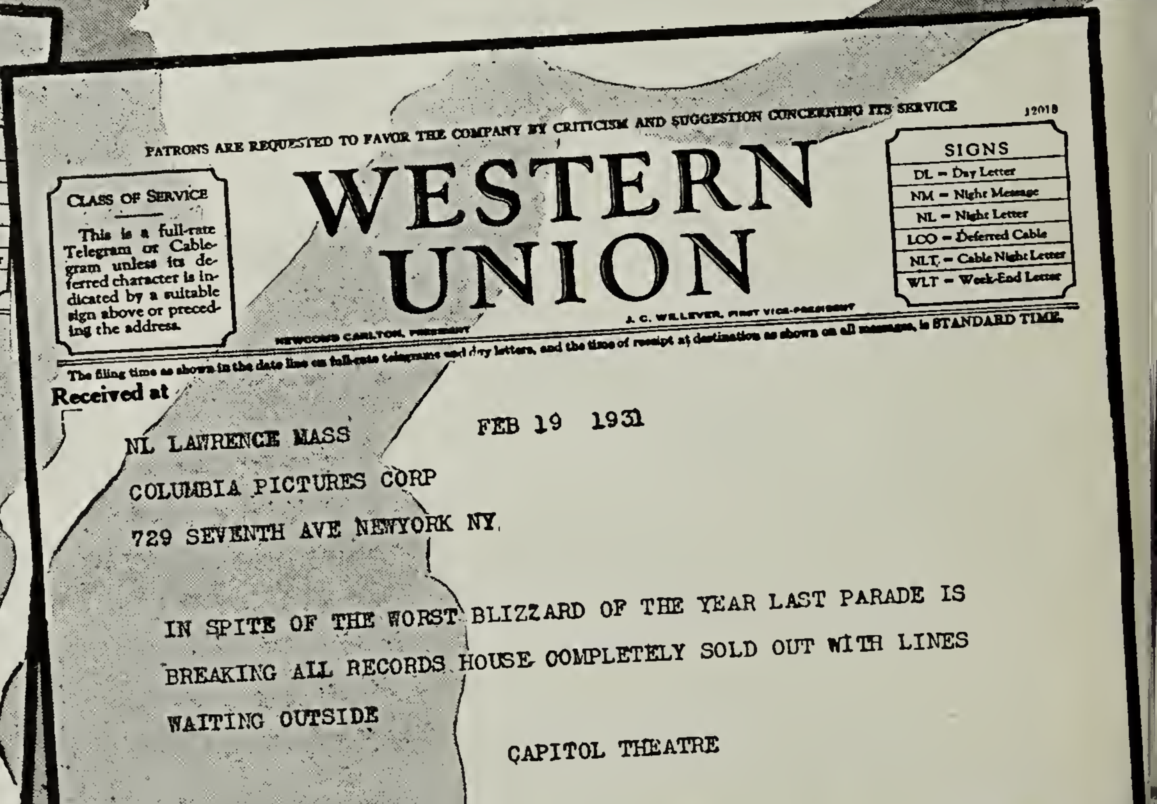
NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

NL SPRINGFIELD MASS MAR 1 1931
COLUMBIA PICTURES CORPORATION
729 SEVENTH AVE NEWYORK NY

LAST PARADE TURNED HUNDREDS AWAY FIRST THREE DAYS AT
BIJOU THEATRE
JOHN CURRAN



PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

1201B

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

NL LAWRENCE MASS FEB 19 1931
COLUMBIA PICTURES CORP
729 SEVENTH AVE NEWYORK NY

IN SPITE OF THE WORST BLIZZARD OF THE YEAR LAST PARADE IS
BREAKING ALL RECORDS HOUSE COMPLETELY SOLD OUT WITH LINES
WAITING OUTSIDE
CAPITOL THEATRE

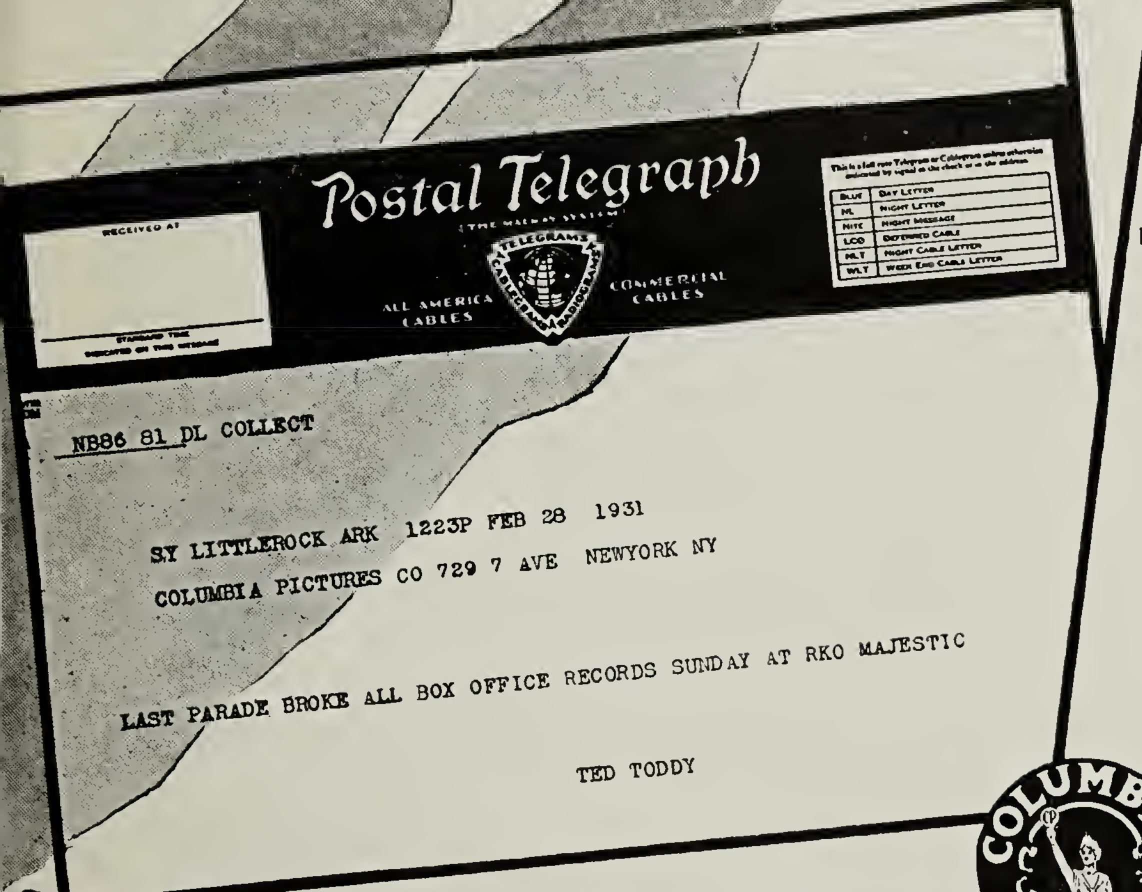
▼▼

THE LAST

with **JACK HOLT** **TOM MOORE** **Constance Cummings**

Directed by **Erle C. Kenton** From the story by **Casey Robinson**

DS EVERYWHERE to the COAST!



Postal Telegraph
(THE MACKAY SYSTEM)
TELEGRAMS CABLEGRAMS RADIOGRAMS
ALL AMERICA CABLES
COMMERCIAL CABLES

RECEIVED AT
STANDARD TIME INDICATED ON THIS MESSAGE

This is a full-rate Telegram or Cablegram unless otherwise indicated by signal in the check or in the address.

BLUE	DAY LETTER
NL	NIGHT LETTER
NITE	NIGHT MESSAGE
LCO	DEFERRED CABLE
NLT	NIGHT CABLE LETTER
WLT	WEEK END CABLE LETTER

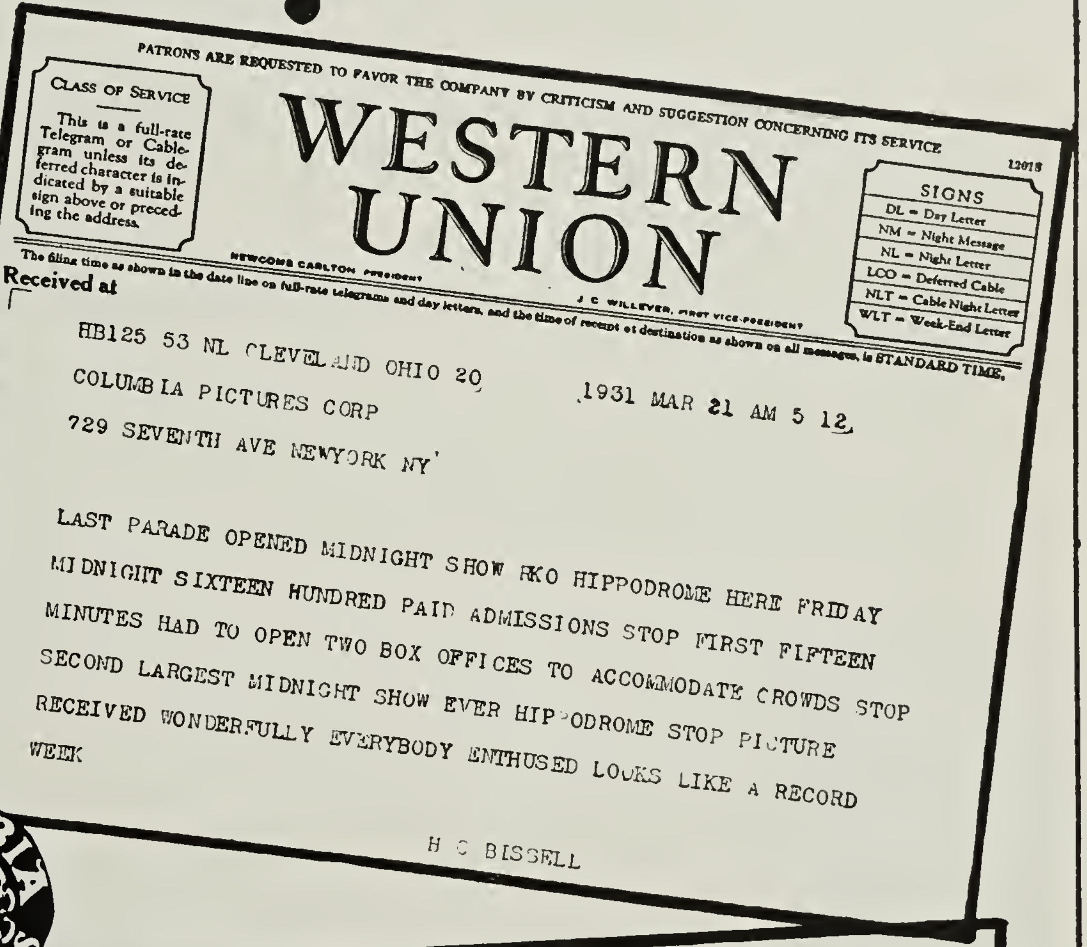
NB86 81 DL COLLECT

SY LITTLEROCK ARK 1223P FEB 28 1931

COLUMBIA PICTURES CO 729 7 AVE NEWYORK NY

LAST PARADE BROKE ALL BOX OFFICE RECORDS SUNDAY AT RKO MAJESTIC

TED TODDY



PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

12018

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

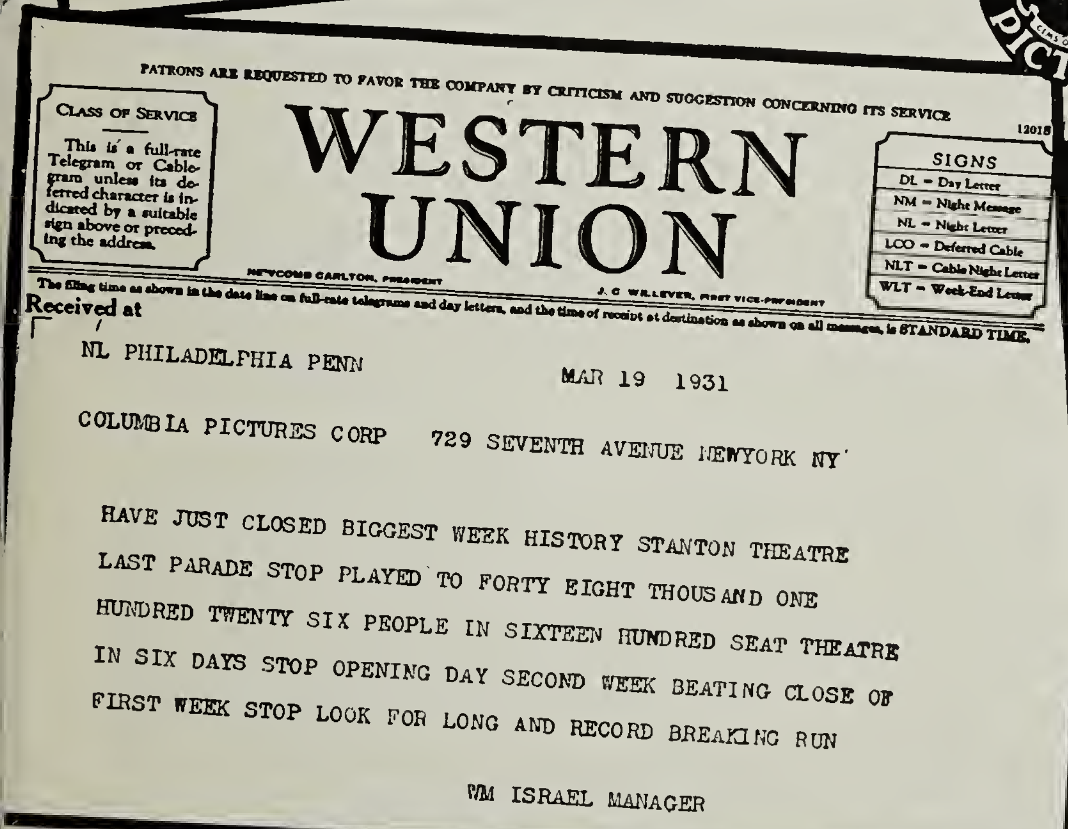
HB125 53 NL CLEVELAND OHIO 20 1931 MAR 21 AM 5 12

COLUMBIA PICTURES CORP

729 SEVENTH AVE NEWYORK NY

LAST PARADE OPENED MIDNIGHT SHOW RKO HIPPODROME HERE FRIDAY MIDNIGHT SIXTEEN HUNDRED PAID ADMISSIONS STOP FIRST FIFTEEN MINUTES HAD TO OPEN TWO BOX OFFICES TO ACCOMMODATE CROWDS STOP SECOND LARGEST MIDNIGHT SHOW EVER HIPPODROME STOP PICTURE RECEIVED WONDERFULLY EVERYBODY ENTHUSED LOOKS LIKE A RECORD WEEK

H C BISSELL



PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

NEWCOMB CARLTON, PRESIDENT
J. C. WILLEVER, FIRST VICE-PRESIDENT

12018

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LCO = Deferred Cable
NLT = Cable Night Letter
WLT = Week-End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

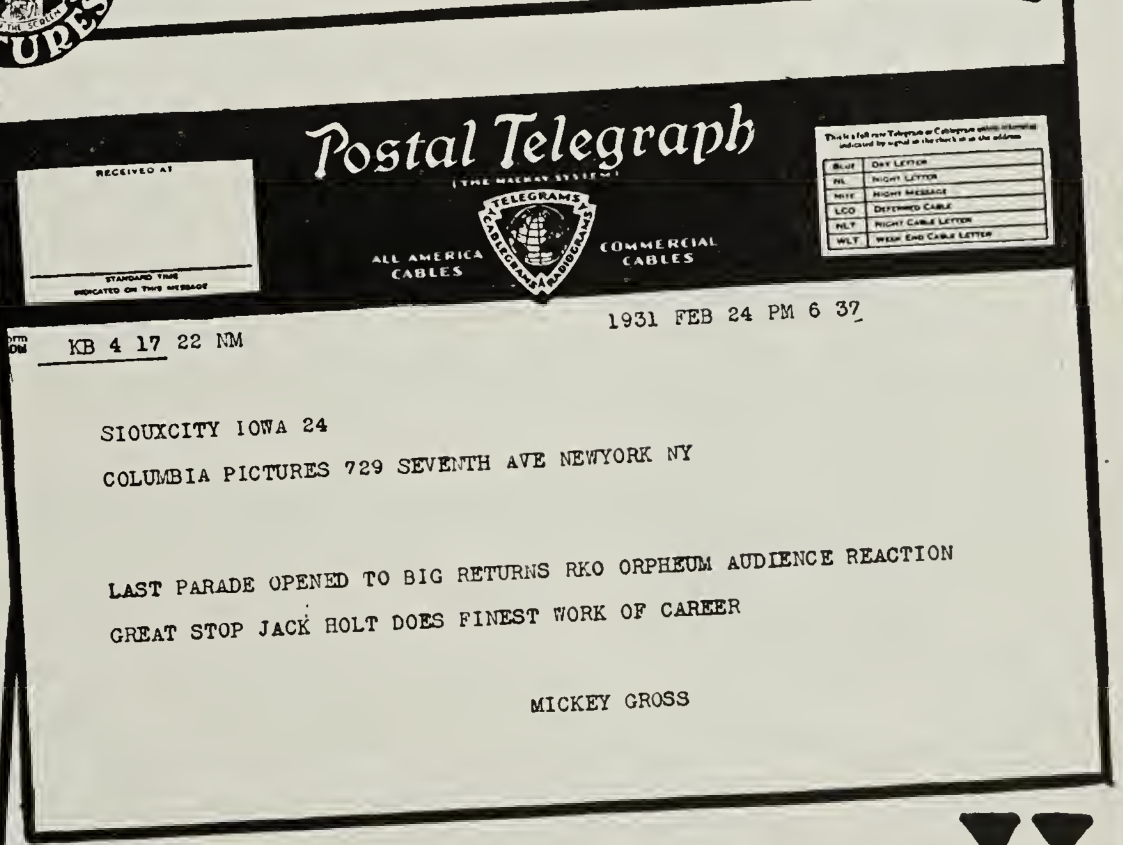
Received at

NL PHILADELPHIA PENN MAR 19 1931

COLUMBIA PICTURES CORP 729 SEVENTH AVENUE NEWYORK NY

HAVE JUST CLOSED BIGGEST WEEK HISTORY STANTON THEATRE LAST PARADE STOP PLAYED TO FORTY EIGHT THOUSAND ONE HUNDRED TWENTY SIX PEOPLE IN SIXTEEN HUNDRED SEAT THEATRE IN SIX DAYS STOP OPENING DAY SECOND WEEK BEATING CLOSE OF FIRST WEEK STOP LOOK FOR LONG AND RECORD BREAKING RUN

WM ISRAEL MANAGER



Postal Telegraph
(THE MACKAY SYSTEM)
TELEGRAMS CABLEGRAMS RADIOGRAMS
ALL AMERICA CABLES
COMMERCIAL CABLES

RECEIVED AT
STANDARD TIME INDICATED ON THIS MESSAGE

BLUE	DAY LETTER
NL	NIGHT LETTER
NITE	NIGHT MESSAGE
LCO	DEFERRED CABLE
NLT	NIGHT CABLE LETTER
WLT	WEEK END CABLE LETTER

1931 FEB 24 PM 6 37

KB 4 17 22 NM

SIOUXCITY IOWA 24

COLUMBIA PICTURES 729 SEVENTH AVE NEWYORK NY

LAST PARADE OPENED TO BIG RETURNS RKO ORPHEUM AUDIENCE REACTION GREAT STOP JACK HOLT DOES FINEST WORK OF CAREER

MICKEY GROSS

PARADE,

COLUMBIA Of Course!

Seek Approval Of Contract

M. P. T. O. A. to Send Committee to Dept. of Justice to Ask for Immediate Decision.

New York — Official approval of the Department of Justice on the new standard exhibition contract, drafted last year at the 5-5-5 conferences, is being sought by the M. P. T. O. A. The association plans to send a committee of independent exhibitors to John Lord O'Brien, the department's representative on film affairs, to take up the matter of immediae okay. M. A. Lightman, president of M. P. T. O. A., will appoint the committee which will go over the contract with O'Brien and advise him of the desire of both exhibitor groups to have the contract put into operation.

THREE CIRCUITS BAN AD FILMS

Loew, Fox and RKO Not to Use Screen Advertising; Publix and Warners to Play Own.

New York—The ad-film situation has developed to a place where circuits have announced definite policies regarding screen advertising. Loew, RKO and Fox will not permit advertising films on their screens, while Paramount and Warner Bros. are playing screen ads of their own.

Publix so far has played about 25 commercial films ,its policy being to use not more than one subject a week on each house. Product made by companies other than Paramount Business Films is not being used. The company is now considering its policy as regards playing its commercial productions in theatres of other circuits.

Warner Bros. is playing commercial subjects made by its industrial department exclusively, said Sam E. Morris last week. Beyond this, the circuit's policy is being worked out.

RKO, said Joe Plunkett, is now developing its policy on commercial pictures. Loew has no intentions of playing commercial pictures, said Charles Moskowitz, and the same applies to Fox.

Agreement Must Wait

NEW HAYS BOARD

Schnitzer and Brandt Are Elected Directors

New York—At the annual meeting of the Hays organization on March 30, Joseph I. Schnitzer and Joe Brandt were elected to the board of directors. Other members elected are: Hiram S. Brown, Capt. George McL. Baynes, Harley L. Clarke, Charles H. Christie, R. H. Cochrane, E. W. Hammons, D. W. Griffith, Will H. Hays, chairman; F. L. Herron, J. J. Murdock, David Sarnoff, Jos. M. Schenck, Nicholas M. Schenck, Albert H. Warner, Harry M. Warner and Adolph Zukor.

Joseph I. Schnitzer

Joe Brandt

Hays was re-elected president and Carle E. Milliken secretary. Tiffany and RKO-Pathe were elected to membership.

Hays recommended to the sales managers of the major distributing companies that the Film Boards be continued. C. C. Pettijohn pointed out the value of the Boards in handling legislative matters.

On Government Approval Says Sam Morris; Little Chance to Get It This Season.

Cleveland — Sam E. Morris, vice-president and general manager of Warners, sees little chance for the new contract to be adopted in time for the approaching selling season. In a letter to P. J. Wood, business manager of M. P. T. O. of Ohio, Morris declares that the distributors are making every effort to bring about a contract acceptable to all parties concerned. The legal departments are hard at work, but the task is a big one and it seems impossible to have the contract ready in time for the season's opening, he said.

Morris added that the distributors would not enter into any uniform contract or uniform agreement without the absolute assurance of the government's approval.

BAR DOUBLE FEATURES

New York—Wm. C. Hunt and Chas. C. Hildinger have barred double features from their circuits.

Hays Sees New Era of Entertainment Progress

New York — Will Hays, in his report to the annual meeting of the board of directors of the M. P. P. D. A. last week hailed as an encouraging sign the fact that "the outstanding feature pictures produced in 1930 dealt with great biological subjects, with themes of prison and civic reform, and with stirring epochs of American history."

"I am aware how often in the past pictures that dealt with such themes have proved abject and utter financial failures, but those who in 1931 are planning to invest millions in such future productions are no longer embarking on the great unknown."

More than 30 pictures based on historical, sociological, travel and other educational themes were made in 1930, said Hays.

Partly referring to censorship Hays asserted that in its program of self-reguulation the success of the motion picture industry challenges comparison with any instance of industrial or social progress effected through the fiat of law, the action of political censorship or the tyranny of dictatorship.

"The screen in recent months has done much to debunk the American gangster in films dealing with current crime conditions. The tide of public opinion is rapidly shifting from rawness to romance and a new era of entertainment progress is opening up for the screen," he declared.

Roadshow "Seed"

Universal will release "Seed" as super-special roadshow.

Lesser Joins "U"

Universal City—Sol Lesser has joined Universal as executive associate of Carl Laemmle. Lesser has been prominently identified in the industry since 1906. He was the founder of the West Coast circuit and Principal Theatres. He recently has been with United Artists' theatre department.

METZGER RETURNS

To Head Columbia Sales; Goldberg West.

New York — Lou B. Metzger, formerly Universal general manager and more recently Columbia's representative in England, succeeds Joe Goldberg as Columbia's general sales manager. It is understood Goldberg will manage Columbia's western division activities.

Merger Completed

New York — Consummation of the National Screen-Ad Vance Trailer merger was announced Friday. The merger will not involve any changes in operation or personnel of either company. Each concern will concentrate on the type of trailers each has been making.

Some Class!

Columbia's "Mickey Mouse" now rides about Hollywood in his own motor car a miniature automobile of the type now popular throughout the country. The car is a rich gold in color with "Mickey" and his sweetheart "Minnie," as its monogram embellishment It is used to transport the latest releases of the famous animated cartoon from the Walt Disney studios to the Los Angeles and Hollywood Theatres.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

FIRST NATIONAL

The Gorilla—A mystery comedy that is a wow for a Saturday picture in small towns. Advertising on this is good. As a change from the western try this for Saturday and you will be agreeably surprised.—J. W. Crabtree, Metro, Clarendon, Ark.

Truth About Youth, Loretta Young—A program picture for adult consumption. Not that it is offensive, but kids will not like this kind of a picture. Not much action. A fair story with a good ending. It rates a little better than average program. Loretta Young plays her part in a finished manner that shows she is a seasoned actress.—J. W. Crabtree, Metro, Clarendon, Ark.

FOX

Fair Warning, George O'Brien—O'Brien gives a good performance in this western. This picture will please one hundred per cent. It has a fine acting horse and dog that please the kids especiallly. A picture full of action and a good story well acted throughout. Saturday type sure fire—J. W. Crabtree, Metro, Clarendon, Ark.

Fair Warning, George O'Brien—Very good outdoor production—H. R. Cromwell, Bedford, Bedford, Pa.

Just Imagine, El Brendel—One of the most satisfying of the season from every standpoint—Ritz Theatre, Cordell, Okla.

Lightnin', Will Rogers—Satisfied those who were not too critical. Not as good as "Paris" and "London."—Ritz Theatre, Cordell, Okla.

Men on Call, Edmund Lowe—Just an ordinary picture.—H. R. Cromwell, Bedford Theatre, Bedford, Pa.

Once a Sinner, Dorothy Mackaill—Fair. —H. R. Cromwell, Bedford, Bedford, Pa.

Seas Beneath, George O'Brien—Something new. Story of mystery ship in world war. Very good.—H. R. Cromwell, Bedford, Pa.

M-G-M

Bachelor Father, Marion Davies—Very good and enjoyed by those who saw it. Weather rainy.—H. R. Cromwell, Bedford, Bedford, Pa.

Inspiration, Greta Garbo—If this star would show a little pep, perhaps she would pay her way in smaller towns—Ritz, Cordell, Okla.

Min and Bill, Dressler-Beery—Not a big hit, but pleased everyone.—Ritz, Cordell, Okla.

New Moon, Lawrence Tibbett—An excellent picture which nobody came to see. —H. R. Cromwell, Bedford, Bedford, Pa.

Paid, Joan Crawford—One of the best from anyone. Will please any type of audience.—Ritz, Cordell, Okla.

Reducing, Dressler-Moran—Very good. H. R. Cromwell, Bedford, Bedford, Pa.

The Easiest Way, Constance Bennett—Ordinary sex stuff that failed to justify the advanced rental—Ritz, Cordell, Okla.

War Nurse, Robert Montgomery—Just missed being a great picture—Ritz, Cordell, Okla.

PARAMOUNT

Animal Crackers, Marx Brothers—Played it late, but it is as good as ever—H. R. Cromwell, Bedford, Bedford, Pa.

Feet First, Harold Lloyd — Another "Safety Last." Flopped but not due to picture. Weather fair.—H. R. Cromwell, Bedford, Bedford, Pa.

Fighting Caravans, Gary Cooper—Fine western, but our cowboys didn't come to see it. Have no money.—H. R. Cromwell, Bedford, Bedford, Pa.

Morocco, Marlene Dietrich—A most unusual picture which caused much comment.—H. R. Cromwell, Bedford, Bedford, Pa.

RKO

Leathernecking — Dissatisfaction reflected at box office—Ritz, Cordell, Okla.

Leathernecking—A comedy drama with Benny Rubin, Louise Fazenda and Ned Sparks carrying off the honors. A story of the Marines in the grass skirt belt of the Philippines. A wholesome love story intermingled amid the songs and dances that were nicely set in the picture. Last two reels in Technicolor. Worthwhile production that will please.—J. W. Crabtree, Metro, Clarendon, Ark.

Mickey McGuire Comedies—I have never had a Mickey McGuire comedy but what was good; pleasing both adults and children. They're well gotten up with trick wagons, airplanes, etc., supposedly made by the kids. They are packed with clean, wholesome fun and bring down the house every time.—J. W. Crabtreé, Metro, Clarendon, Ark.

Royal Bed, Lowell Sherman — Sherman in a supposedly intended comedy-drama that goes over the heads of small-town audiences. A long, drawnout, boresome picture that will make you wish the sheriff would hurry up. Had it dated two nights but dark housed the second rather than inflict it again on patronage. It may get over in the larger towns but in small situations it is a nightmare. Lots of walkouts and rabid comments.—J. W. Crabtree, Metro, Clarendon, Ark.

RKO - PATHE

Painted Desert, Bill Boyd—Good western picture with new angle—H. R. Cromwell, Bedford, Bedford, Pa.

Sin Takes a Holiday, Constance Bennett —Constance Bennett in a finished performance that has real entertainment for your better class crowd. Comments on this were very good and second night compared with first for attendance. This picture will sure please. Recording on disc exceptionally good.—J. W. Crabtree, Metro, Clarendon, Ark.

STATE RIGHTS

Beyond the Rio Grande, Jack Perrin—Poor story, no action, fair recording and no new ideas.—R. C. Peniston, Majestic, Jetmore, Kas.

TIFFANY

Love Trader, Leatrice Joy—Weak story, fair acting, poor sound.—R. C. Peniston, Majestic, Jetmore, Kas.

Third Alarm—Expected a better picture after reading the press sheet.—Ritz, Cordell, Okla.

UNIVERSAL

Indians Are Coming — Just finished playing second episode. It is going to draw fairly well but is too early yet to say how it will hold up the patronage. The kids and Negroes liked it especially well, but I'm afraid it will not draw the adult patronage like "Spell of the Circus," which played ahead of it.—J. W. Crabtree, Clarendon, Ark.

Spell of the Circus — Here is a serial that will draw equally as well as the old Tarzans did for you. I was surprised at the drawing power which held interest throughout the whole ten episodes. This serial played on Friday nights only and brought the gross receipts higher several times than Saturday receipts. You will certainly made no mistake in grabbing this serial and getting it started.—J. W. Crabtree, Metro, Clarendon, Ark.

WARNER BROS.

Illicit, Barbara Stanwyck—For some reason failed to click. Very good of its kind.—Ritz, Cordell, Okla.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________ **Producer** ______________

Remarks: ______________________________

____

______________ **Weather:** ______________

Title ______________________________

Star ______________ **Producer** ______________

Remarks: ______________________________

____

______________ **Weather:** ______________

City ______________ **Theatre** ______________

State ______________ **Exhibitor** ______________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Novel Tie-Up Used to Boost "Min and Bill"

JOHN HRUBY, manager of the Harvey Theatres, Harvey, Ill., included a novel tie-up in the campaign he used to exploit his showing of the Metro-Goldwyn-Mayer production "Min and Bill."

Hruby arranged for a window display with the local Hartman Furniture Co., whereby they used two oil paintings which were brought down as a tie-up for home furnishings. They displayed the paintings on the wall of a living room display, and a card on the table contained copy reading: "Both 'Min and Bill' say: 'There is no place like home when it's furnished by Hartman.' See Marie Dressler and Wallace Beery break up their's in 'Min and Bill' at the Harvey."

One thousand small cards were imprinted with copy reading: "Called but you were out. See us at the Harvey, 'Min and Bill.'" Hruby had these cards distributed in the residential sections of Harvey and Homewood.

SELLS 'EM WITH FURNITURE TIE-UP

CHOICE of an electric refrigerator or $100 in cash was offered by Hanager Costa, Playhouse, Ridgewood, N. J., during the showing of "Little Caesar," "Divorce Among Friends" and "Outward Bound." It was a lucky number contest he arranged with a furniture house.

Everyone wanted the refrigerator in preference to the cash.

POCKET DIARIES GET INQUISITIVE

FOR "My Past," a pocket diary containing a number of addresses and then in a feminine hand a daily record of events was gotten out during its showing at the Strand, Albany, N. Y. Across it was written the name Dora Macey and was marked "Personal." The little books were dropped all over Albany to be picked up by the inquisitive.

"SELLING SEATS"

WE have removed the banner, "Merchandising the Picture" that has topped this page for a long time.

Now in its place you see vigorously commanding your attention is "Selling Seats."

In the language of the theatre it covers a multitude of achievements.

"Selling Seats" is a byword in the brilliancy of success that is the result of:

Rendering a sincere, gracious service by every contact staff member.

Maintaining an atmosphere of pleasant temperature and refreshing cleanliness.

Attaining perfect screen projection, together with sound equipment presenting only brilliant tone quality.

Offering complete entertainment programs selected with the ultimate thought of appealing to the consistent, habitual theatre-goer.

And everlastingly retaining the creative, enthusiastic power to arouse the buying of your combined offerings.

Selling Seats is the showman's perpetual job.

Selling Seats IS Success!

LOBBY CUT-OUT FROM 24-SHEET

A. RITZLER, of the Signa Theatre, used the line "Dwarfing All Previous Big House Pictures" throughout his campaign on Columbia's "The Criminal Code."

A feature of Ritzler's campaign was the special front he used for the Sigma, with compo board painted to make the house look enough like to jail to get over the prison atmosphere, without making it too heavy.

A twenty-four sheet cutout of Walter Huston was used behind the bars of Ritzler's central window, with a row of colored electric lights over the arch.

AD - it - orial

▲ ▲ ▲

SPRING is here!

Lent with its seat-filling problems we've kissed goodby.

Now to plan the record-breaking campaigns for the spring and summer.

Schools will soon lock their doors. Graduates will be handed their diplomas.

Farmers will start their sowing.

Department stores will bring forth their vigorous selling campaigns. Grocers, druggists, motor car dealers and the hundreds of other high pressure merchandisers call for attention to their exceptional offerings.

They will use newspapers, billboards, window displays, radio broadcasting, handbills, direct mail matter and numbers of resultful dollar-making mediums.

Now, as always comes our easy opportunity, if we only use it to add greater strength and stronger appeal to our selling copy.

Your theatre, your stars, your catchy titles and your priceless passes used to a mutual advantage add the necessary essentials to the commercial merchandiser's results.

With endless abundance of these natural and ever-appealing values no one with an ounce of energy can fail to keep a theatre's seats continuously filled.

Study your attractions!

Turn the title over in your mind. Can I use it to the druggist's, grocer's or department store's advantage to sell merchandise as well as to filling my own seats?

Has it possibilities as a contest, window display, newspaper ad tie-up or as a topic of dinner table discussion? Pick the one that smashes and go out and put it over strong.

If its title is blank, analyze the star. Maybe he or she has strong interest.

Perhaps the star is waning.

Then again the type of story may offer you the golden selling opportunity.

Bisect the whole program. Tear it apart, put it together again, keep after it until you find what you believe will sell seats.—W. J.

LETTER CONTEST FOR "INSPIRATION"

DISTRIBUTING eight hundred special cards in all the sorority and fraternity houses of the Illinois University, A. Gonsior, Virginia Theatre, Champaign, Ill., got attention and interest for the showing of "Inspiration."

Ten monthly passes were offered for the best letters on "What creates the allure in Greta Garbo." Gonsior also placed stills in local druggists' windows in connection with the featuring of Luxurio face powder.

GETS NEWSPAPER AD FOR PASSES

NEWMAN THEATRE, Kansas City, Mo., has an indefinite weekly newspaper ad tie-up with an associated group of drug stores. In the druggists' full-page ad each Friday a four-inch space selling next day's opening picture, with top position, appears. The theatre offers passes to the first hundred readers finding incorrect words in the entire ad. Copy written and cut furnished by Newman advertising director.

Ten Successful Stunts for "Trader Horn"

EVEN big pictures need big selling to reap their full share at the box-office. Metro-Goldwyn-Mayer's regular field exploitation force aided exhibitors in roadshow engagements of "Trader Horn." Following are a dozen of the successful ideas used, most of which are inexpensive, and which can easily be duplicated by any exhibitor:

In each of 32 showings extensive advertising and publicity campaigns were launched. The ads were started eight days in advance of the showing. The first three days began with playing up the title and picture policy and followed with box-office policy ads to stimulate sale and then by large descriptive copy which was continued up to and two days following the opening. In each ad price and policy dominated.

Atmospheric Lobbies

Atmospheric lobbies were created in each city and special attention given to photographic reproductions, special ad blow-ups, Brisbane newspaper editorial enlargements, special compo display o fthrills in the picture, silk valances, muslin banner, compo shields, telescopic letter effects, trading posts and tropical atmospheric settings.

Reserved Seat Sale

Where the Publix and Loew houses have adopted the reserved seat policy for the first time, an empty store in the heart of the city was rented and a box-office installed in the doorway with large banners and flags calling to the attention of the public that they could secure reserved seats for "Trader Horn." Special uniformed barkers were stationed in front of the temporary box-office.

Novelties and Tie-Ups

Wide distribution of advertising material included tabloid newspapers, large circus heralds, attractive stickers and unique book marks. Over two thousand windows were secured during the engagments, and a valuable national tie-up which included: Shell Gasoline, Glaflex Cameras, Singer Sewing Machines, Underwood Typewriters, Coty Perfumes, Venida Hairnets, Columbia Portable Gramophone, Packard Cars, Gold Medal Noodles, Insurance Companies, Travel Agencies, Coco Cola, and Liberty Magazine; all these companies contributed special cards for newstands as well as news sheets posters on the side of their delivery wagons.

Library Co-operation

Libraries gave 100 per cent cooperation with attractive displays on their own adventure books and stories of exploitation. Special book marks and book lists were distributed by patrons of these libraries.

Teaser Snipes

The extensive bill posting and sniping campaign inclued regular 24-sheet posters, three and one-sheet cars, fourteen-foot banners, and gigantic 96-sheet posters, the largest used on outdoor billing on a picture or legitimate show. A special teaser campaign was used in several icties with stickers, posters, strips and sidewalk stencils. Each town was plastered with the teaser poster. "OO MOO LOO?" Later these were sniped with labels reading "OO MOO LOO means I love You 'TRADER HORN.' "

Educational Angle

Special attention was given to the educational angle, and both the students and the principals were canvassed for special student morning shows which netted additional revenue. For each engagement the busses and street cars carried attractive black and yellow panels.

Boy Scouts

Very valuable co-operation was given by the boy scouts, great lovers of outdoor life. The head of the scout movement distributed letters all over the country, complimenting this production. In one city a small safari was staged as a street stunt. This consisted of fifty colored people in native dress. "Trader Horn" and "Nina" the priestess, sat on a float, a duplication of a South African trading post. Tom Tom drums were used on the float.

Booth Double Contest

In all cities a special Edwina Booth double contest was conducted by leading department stores in co-operation with local newspapers. The store carried pictures of Edwina Booth in their daily ads and offered a complete spring outfit to the girl who most resembled this new screen star. This store also displayed the outfit in their window and the winner was presented with it before the beginning of the performance on the opening night of the picture.

Auto License Number

During several of the engagements, African relics, such as skins, antelope plaques, elephant's feet, and tusks, were displayed in theatre lobbies. Sma'l slips were placed in automobiles, reading: "Save This Slip, It May Entitle You to a Free Ticket to See 'Trader Horn.' Look in the Newspapers for 'Trader Horn' Ads, if Your License Number Appears in Same, Just Call at Theatre Box-Office, Present Your Registration Card and Receive Ticket to Show."

COPY!!

For that emergency use when words fail you and you want to get away from using "greatest," "best," "marvelous" and other over-used superlatives. Here is COPY that has been successfully used and which you can clip and paste for newspaper advertising.

MELODRAMAS, THRILLERS, ETC.

IT WILL LIFT YOU FROM YOUR SEAT.

If you're looking for one of those pictures that excite you through and through, that will make you stuff a handkerchief in your mouth to repress your shouts—well—come on down.

—WE'VE GOT ONE OF THOSE PICTURES!

THE SPICE OF LIFE.

Romance, thrills, adventure! It is crammed to the muzzle with big situations, powerful acting and breath-taking suspense. Be sure and see it; it will

—HIT YOU WHERE YOU LIVE!

PEP, POWER AND PUNCH!

We're always looking for pictures that will make our patrons "sit up and take notice." Here's one that will send shivers down your spinal column—you'll hold your breath, and will make you glad you're just part of the audience.

—NOT ONE OF THE ACTORS!

A HAIR RAISER!

—that makes the bottled variety hang its head in shame. A production that thrills you through and through and makes you say, "Wasn't that a great picture?"

PEOPLE WILL TALK,

and say mighty nice things about this picture.

Watch and see.

PIN YOUR HAIR DOWN!

—Here's a real American melodrama. The kind that makes you gasp with astonishment. That sends chills dancing down your spine; that makes "her" grab your arm and squeal with delight.

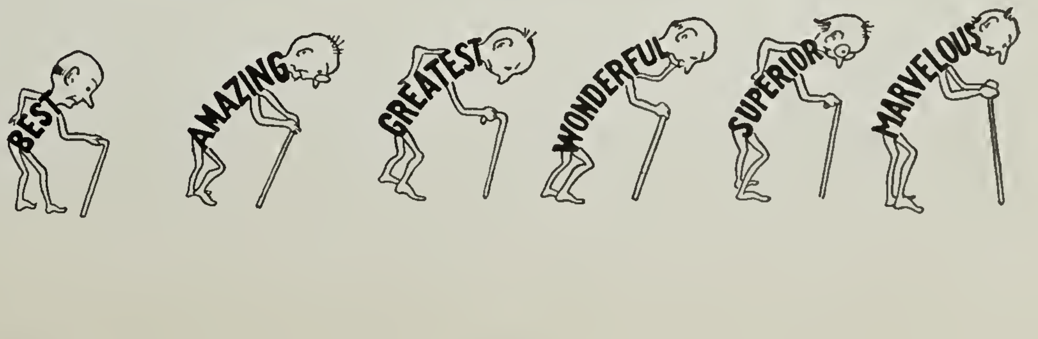
OH BOY! IT'S THERE!!

The kind of a picture we're always looking for, but very seldom find.

IF THE THOUSANDS

who have seen this picture could talk to the thousands who have not, it would take the Roman Coliseum to hold the crowd. You can gather from that it is good.

Give These Worn Out Old Boys a Rest!



VARIETY IN SHORTS

Columbia Has Big Array of Subjects for April

New York—A diversified list of subjects, comprising sophisticated comedy, animated cartoons, current events and travelogues are included in Columbia's line-up of shorts for April release. The group includes a "Rambling Reporter," "Krazy Kat," "Silly Symphonies," "Mickey Mouse," "Screen Snapshots" and "Curiosities."

"Streets of Cairo," latest "Rambling Reporter," gives an account of life in the mysterious oriental city. It starts in the European quarter and journeys through the town to the outskirts of the desert. "Swiss Movements," a Krazy Kat Kartoon, is an account of further adventures of the feline, who dances and cavorts in the accepted manner; "Mother Goose Melodies," a Walt Disney "Silly Symphony," has all the famous fairy tale characters disporting themselves to appropriate rhythm.

"The Castaway," a Mickey Mouse cartoon, shows Mickey and Minnie, his sweetheart set adrift on the ocean and finally finding refuge on a cannibal island. "Talking Screen Snapshots" No. 6, presents intimate glimpses of celebrities of the sport world, stage and screen. Eddie Buzzell acts as master of ceremonies.

3 MAYNARD TITLES

New Names Given to Tiffany Releases

Hollywood — Three additional titles for the forthcoming Maynard westerns produced by Tiffany, are "The Two Gun Man" followed by "Alias The Bad Man" and finally "The Arizonian," announces Grant L. Cook, vice-president of Tiffany.

WAXMAN'S AIDE

Virginia Morris Leaves W. B. for RKO-Pathe

New York—Virginia Morris has assumed her duties as advertising manager and general assistant to A. P. Waxman, advertising counsel of RKO-Pathe Distributing Corporation.

Miss Morris has been identified with the motion picture business since 1922, when shortly after her graduation from Smith College she was engaged by B. P. Schulberg as publicist for Preferred Pictures. Later Schulberg placed her in charge of advertising and publicity for his organization. She has also been associated with the Fox and Universal publicity departments.

LITTLE TIPS

TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

RECONDITIONED Simplex machines (4). Double bearing movements, perfect condition. Make an offer. Julius Mintz, 116 Broadway, Boston, Mass. 4-7

TWO TURNTABLES, like new; Simplex Mazda lamphouse, accessories. Cheap. Palace Theatre, 509 Myrtle St., Davenport, Ia. 4-7

CHAIR BARGAINS — 290 Veneer Opera Chairs in good condition. $125.00 F. O. B. for quick sale. Also two Powers heads, $50.00 each. Swan Theatre, Greenwich, N. Y. 4-7

SOUND-ON-FILM—Modern, up-to-date, economical; uses no head amplifiers or batteries; all AC operated. Reproduction equal any on market. Information on request. Public Address Service Co., Dallas, Texas. 4-28

FOR SALE CHEAP — Used Photophone disc equipment for Simplex machines and Mellaphone disc for Powers or Simplex machines. Lyric Theatre, Rolla, Mo. 4-7

GOOD-ALL sound equipment; exhaust fan; cheap. Best Theatre, Independence, Kas. 4-7

EQUIPMENT WANTED

WANT good second-hand sound screen about 7x10; also two second-hand General Electric Mazda lamphouses for Powers, without reducers. Box 87, Ransom, Kas. 4-7

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. 7-7 (16)

MISCELLANEOUS

SPEEDY DUPLICATOR, Prints heralds, weekly program cars, etc. Replaces all rubber stamps, complete outfit, $12.50. Pekas Duplicator Co. Box 33, Lesterville, S. D. 4-7

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRES FOR SALE

NEIGHBORHOOD THEATRE —Sound-on-Film, Simplex, Peerless, generators, $15,000; leaving city. Five Points Theatre, Birmingham, Ala. 4-7

THEATRE AND EQUIPMENT cheap—two suitcase machines and 8-reel show; also good live merchandise business. G. E. Moore, Opera House, Tuscola, Ill. 4-7

FOR SALE OR LEASE — 350-seat house in town of six thousand. Best location. One competitor. Big opportunities. Two thousand takes all. Terms. 4-7

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXPERIENCED sound projectionist, standard equipment; locate anywhere. Jack O'Brien, 1701 Johnson, Saginaw, Mich. 4-7

PROJECTIONIST — Western Electric cards; any equipment; go anywhere. B-359, Associated Publications. 4-7

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

Rates Upon Request

ASSOCIATED PUBLICATIONS, Inc.
KANSAS CITY, MO.

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Invisible Changeover

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

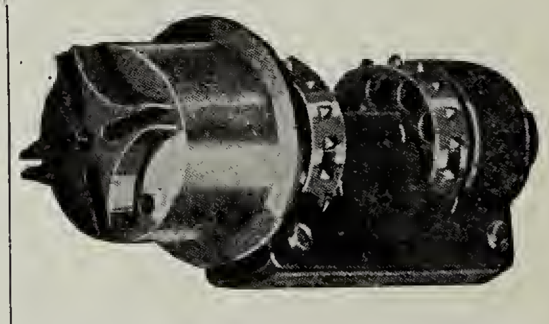
Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

NAN
FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

"The Lion and the Lamb"

Columbia—76 Minutes

Cast: Walter Byron, Carmel Myers, Montague Love, Miriam Segar, Raymond Hatton. Directed by George B. Seitz.

Here is a fairly entertaining program picture with several real amusing situations. The story is good and better direction would have helped. It is a typical Reginald Denny picture and Denny would have made an excellent lead. Not that Walter Byron isn't good, but the story would have been a better fit for Denny.

The story is laid in England. Byron, who has bummed around with Hatton on the seas, becomes the heir to an estate and a title and decides to quit his adventuring. He accidentally gets mixed up with some diamond thieves—a group known as the Lambs—and the complications are many. Hatton is not brought out to good advantage but at times he is funny. The picture isn't big but for straight program fare it's all right.

SELLING SEATS: Catch lines in your copy should read: "Who Are the Lambs?" A teaser campaign along these lines may add a touch of mystery to the billing. Play up the comedy sequences. Old-timers will remember Carmel Myers as a bright star of a few years ago. Bring out the fact that she is heading back to stardom and recall some of her past successes. If you wish to advertise the picture as a semi-underworld story, bring out the fact it is a story of the London underworld.

A Connecticut Yankee

Fox—96 Minutes

Cast: Will Rogers, Maureen O'Sullivan, Myrna Loy, Frank Albertson, William Farnum, Mitchell Harris, Brandon Hurst. Directed by David Butler.

Here is the smartest picture the screen has offered. Mark Twain would chuckle aloud to see Will Rogers as the Yankee who was hit on the bean and dreamed he was a member of King Arthur's famous court. Even King Arthur, himself, if he could come back, would get the kick of his life, seeing himself as William Farnum presents him in this inimitable entertainment.

Will Rogers' Connecticut Yankee is quite different from the Yank that Harry Myers offered in 1922. He's almost plausible and he draws a laugh with every miracle he puts over, and there are many miracles required to save him from the hard-hearted Arthur and his superstitious ally, Merlyn.

Roping his adversary in the contest is one of the scenes you'll never forget. Another is the fleet of Austins that come to Rogers' rescue when it looks as if the jig is up for him.

The dialogue smacks strongly of Rogers — which means that it crackles with wit and humor of the type peculiar to him alone. Direction is splendid, the story moves fast, and the action is consistent with the story.

But it's Will Rogers' picture. He shines in it. It should prove one of the best box-office attractions of the year for big and little houses, for sophisticated and mass audiences, for young and old.—Elsie Loeb.

SELLING SEATS: The silent version which came out in 1922 was one of the biggest successes of the season. Those who saw it then will want to see it again, so play it up as bigger and better. The book is an American classic and libraries should co-operate. Although Rogers is the principal drawing power, don't forget the picture has an excellent supporting cast. Farnum is still a favorite, so give him billing. Advertise it as a picture for the whole family.

"The Front Page"

United Artists—90 Minutes

Cast: Pat O'Brien, Adolphe Menjou Mary Brian, Edward Evertt Horton, Walter Catlett, Geo. E. Stone, Mae Clark Slim Summerville, Matt Moore, Frank McHugh, Clarence Wilson, Freddie Howard, Eugene Strong, Spencer Charters, Phil Tead, Maurice Black, Effie Ellsler, Dorothea Wolbert, James Gordon. Directed by Lewis Milestone.

As a stage play "The Front Page" was a big success. As a screen play it is destined for the same honors, although some of its broad comedy may not register so well with those who are inclined to be prudish. The dialogue of the screen version has been toned down a bit but the play has not lost any of its entertainment. It is still the wild, boisterous, fast-moving newspaper story and it should get over in the majority of instances.

Your fans should like Pat O'Brien, who, as Hildy Johnson, is the center of attraction in the picture and a likeable personality. Adolphe Menjou as the city editor puts over a masterful interpretation, while the entire cast gives its best to make "The Front Page" one of the highlights of the current season. The story tells about O'Brien's difficulties in deciding between feminine love and the love for the newspaper and the successful manipulation of affairs so that he wins out both ways.—S. F. D.

SELLING SEATS: The picture is packed with "names." Play up those names for all their worth. Emphasize the comedy and the fast action.

"Man of the World"

Paramount—72 Minutes

Cast: William Powell, Carole Lombard, Wynne Gibson, Guy Kibbee, Lawrence Gray, Tom Ricketts, Andre Cheron, George Chandler, Tom Costello, Maude Traux. Directed by Richard Wallace.

This is not the entertaining picture it might have been. In some unaccountable manner, it just misses. Story concerns an American ex-newspaper man working a shakedown racket in Paris by threatening to publish certain scandalous items if they do not buy him off. He falls for the niece (Carole Lombard) of one of his victims but his feminine partner in the racket keeps him from marry her by threatening to expose him to the police. Mr. Powell makes the best of the lines allotted to him and Miss Lombard renders a fine performance. Richard Wallace, who directed, should not be blamed too much for it failing to get over as, with the material he had, it was well handled. The production is handsomely dressed and artistically photographed and may possibly get over with the not too critical Powell fans.—Southwell.

SELLING SEATS: Work a tie-up with men's furnishing stores, getting them to show the styles the "Man of the World" is wearing. Play up the star, who has scored in the Philo Vance stories, and make special appeal to the Powell followers. As Much of the dialogue is in French, it may be possible to get French teachers in your schools to recommend the picture to their students in order to test their knowledge of the language they are studying.

"The Hot Heiress"

First National—85 Minutes

Cast: Ona Munson, Ben Lyon, Tom Dugan, Elsie Bartlett, Thelma Todd, Holmes Herbert, Nella Walker, Inez Courtney, George Irving, Joe Bernard. Directed by Clarence Badger.

Good clean comedy that will get the laughs anywhere and send them out pleased. None too plausible story concerns an iron worker who gets acquainted with a wealthy blue-blood by going into her boudoir after a hot rivet which he failed to catch. She falls for his manly character and invites him to a week end party to meet her parents. He takes along his wisecracking co-worker and his "goilfriend." The difference between "Third" and "Park" avenue manners causes some embarrassments all around and due to a misunderstanding they part.

The girl finds out he is working on a construction job in the "Village" and rents an apartment nearby, attracts his attention and renews the friendship with the usual happy ending. The excellent performances of Ben Lyon as the boy and Ona Munson as the girl, who also renders a few appropriate musical numbers that seem to fit in well, are well supported by the swell comedy work of Tom Dugan and Inez Courtney. Direction and photography of the best and this one should get over well with any audience.—Southwell.

SELLING SEATS: Put emphasis on the comedy angles. Ben Lyon won new admirers in "Hell's Angels," so play up his name in the billing. As the story concerns a riveter you might be able to put up posters on construction work in your neighborhood and have the posters read: "A Riveter's Life isn't all Work and no Play—See What Happened to One In 'The Hot Heiress' "

Read
THE BAROMETER
And Send in
Your Reports
to This New
Department.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN President
H. F. STEEN Vice-Pres.
AL F. STEEN
Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

FAMILY PATRONAGE

FOR months a great deal has been said about bringing back juvenile trade and building up family patronage of theatres. Certain pictures have aided in this endeavor. But they have been few and far between. And in most every instance so far the pictures concerned were specials that sold themselves, more or less. Motion picture entertainment for the whole family, long neglected, is today vitally essential to the prosperity of the subsequent run and small town theatres—more so than it has ever been. It is important not only to get this class of trade started again but to keep it coming week after week.

There are many good pictures of the program variety that are suitable for family trade. But the thing that has been lacking has been the right method by which to bring these pictures to the attention of the public in such a manner as to guarantee their box-office success.

After many weeks of research we believe we have discovered "the plan." It has already been successfully tested in one region where it has proven a genuine winner for first run as well as the smaller theatres. It gives a merchandising value to pictures that ordinarily may not be termed "box office." Yet it does not tend to oversell. We don't want to seem secretive, but we're not ready yet to let the cat out of the bag. We want to have everything foolproof before announcing the details of this plan. Suffice to say, it's startlingly simple to handle, though productive of good results. It will all be announced in an early issue of this publication.

AN OLD SERVICE REVIVED

SPRING time is dress up time, so we've decided to follow some of our admonitions to exhibitors and have "redecorated" from cover to cover. We hope the new appearance of this publication makes a hit with you.

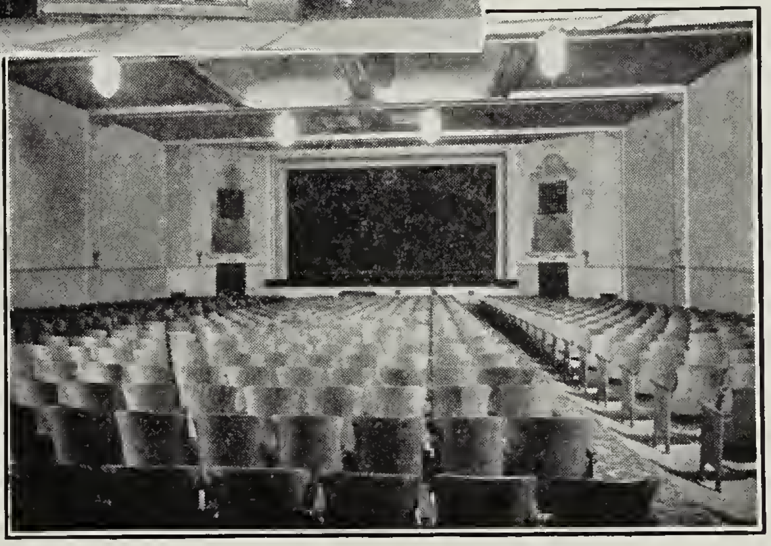
If you've read everything before this page, there's no need to mention the various features of this publication. However, we do want to make exception in the case of one department, "The Barometer." This department was originally titled "Box Office Reports," which had been discontinued some months ago. So many exhibitors had recently written us urging its revival and so convincing were their arguments in its favor that we were readily "sold" on its value to the subsequent run houses. We urge all exhibitors interested in better pictures to contribute their reports to this department. Accurate, unbiased reports of performance of pictures at the box-office in the exhibitor's own words can serve as a most helpful guide for producer and exhibitor alike in the constant search for good pictures and in the hope to eliminate inferior ones.

Ben Shlyen

When Kansas City Gets HOT
Kooler-Aire keeps this theatre COOL

OAK PARK
JEAN HARLOW
HELL'S ANGELS

The Oak Park, Kansas City, is kept refreshingly cool all summer by its Kooler-Aire System.



COOL, clean, comfortable fresh air—that's what Jay Means, of the Means Theatres, Kansas City, likes about Kooler-Aire. Mr. Means wrote us recently: "Your Kooler-Aire equipment has been in operation in our theatre for the past two summers. It has actually reduced the temperature from five to ten degrees, and even more on occasions, below the outside temperature.

"Many of our patrons remark about the fresh and wholesome atmosphere and really do appreciate the fact that it is not so cold that they experience a depressed feeling on leaving the theatre and going onto the hot streets.

"All in all we are very well satisfied with our cooling system and take pleasure in recommending it to others."

Nature's Healthful Coolness

Kooler - Aire

makes good wherever used. It automatically lowers the temperature as much as 10 or more degrees—provides refreshing comfort in any weather. No recirculation of used air. Complete air changes as often as desired, regulated by Hydraulic Remote Control.

A custom-built job. Every installation is planned and engineered to meet the theatre's individual requirements—and guaranteed by us.

SOLD ON CONVENIENT TERMS

Kooler-Aire may be purchased on liberal time payments. Its low initial cost and small operating cost makes it the least expensive, most profitable cooling system obtainable. Get all the facts.

Send in the Coupon

KOOLER-AIRE ENGINEERING CORPORATION
KENNEDY STREET N. E. MINNEAPOLIS, MINNESOTA

Manufacturers of

ARCTIC NU-AIR COOLING	WEATHER-MASTER	KOOLER-AIRE, JR.
and Ventilating Systems for Theatres, Stores, etc.	for Offices, Stores and Restaurants	Cooling and Air Conditioning for Homes

KOOLER-AIRE ENGINEERING CORPORATION
KENNEDY STREET N. E. MINNEAPOLIS, MINNESOTA

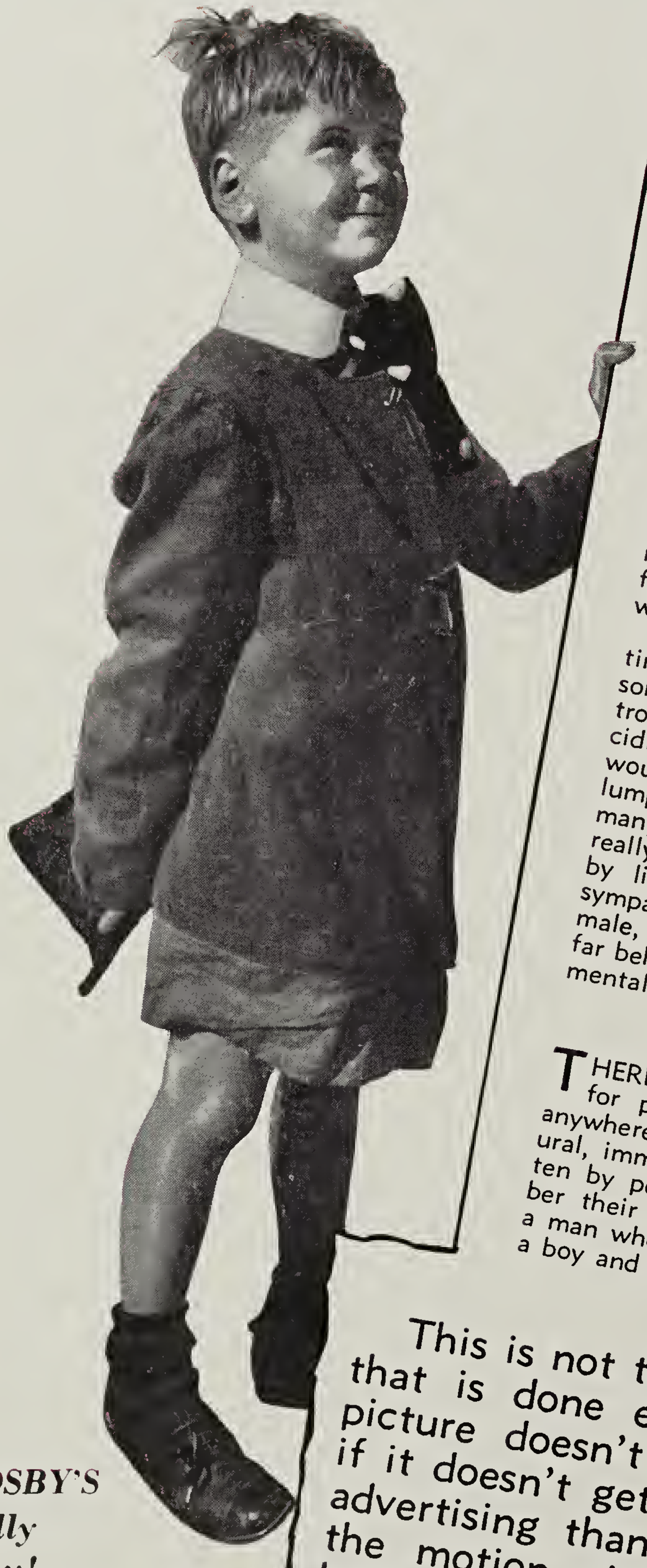
Please send me your catalog and full information about Kooler-Aire, the complete cooling and air conditioning system.

NAME ____________________

ADDRESS ____________________

CITY ____________________ STATE ________

"SKIPPY" IS GREAT!



PERCY CROSBY'S *nationally loved boy!*

TRADEVIEWS

by W. R. Wilkerson

THIS—TO BE alliterative — is a paean of praise for Paramount. As part of its share in making attractions that will "bring the kids back to the theatres," it has turned out "Skippy," which will not only bring back the kids, but should bring every father, mother ,aunt, uncle, grandparent and big brother and sister along with them. Here is a picture with a universal appeal if there ever was one.

Someone in the Paramount organization, with the kid angle in mind, suddenly remembered that "men are but children of a larger growth," and "Skippy" is for kids of all ages. It would have been easy to err in this production and make it simply for the children. But those who wrote the story and Norman Taurog, who directed it, have not made this mistake.

•

THE KIDS IN the picture are perfect, and every grown-up will appreciate them. The parents — although the younger patrons will not realize it—are no less perfect. The mother who always understands, the father, who seldom if ever does, are wonderfully well drawn.

The scene in which the father, sitting on the bed beside his weeping son, tries to figure out what is the trouble and fails miserably, finally deciding that a bicycle will heal the wound, whatever it is, will bring lumps to many throats and tears to many eyes. Not only because of the really marvelous playing of the scene by little Jackie Cooper, but out of sympathy for the befuddled adult male, whose boyhood days are so far behind him that he cannot get the mental angle of his son.

•

THERE IS NO straining for comedy, for pathos, for any other effect anywhere in the picture. It is all natural, immensely human. It was written by people who can still remember their childhood, and directed by a man who, we are convinced, is still a boy and always will be.

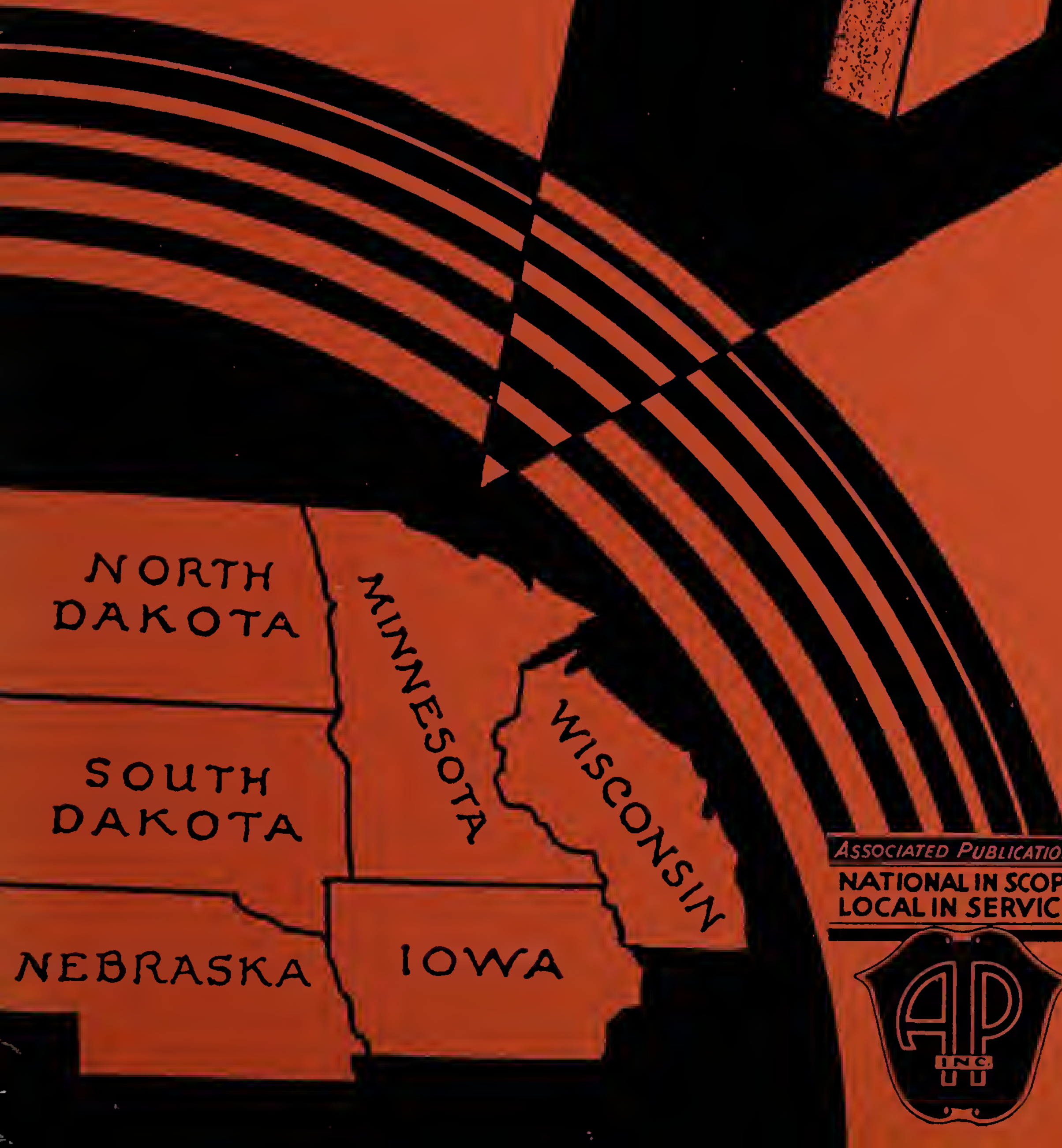
This is not the place to give credit; that is done elsewhere. But if this picture doesn't break house records, if it doesn't get more word-of-mouth advertising than any film in months, the motion picture producers would better go out of business.

Hollywood ←Reporter

PARAMOUNT

APRIL 14, 1931
VOLUME XI NUMBER 21

MOVIE AGE


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

TWELVE SMALL TOWN THEATRES IN FINKELSTEIN CIRCUIT

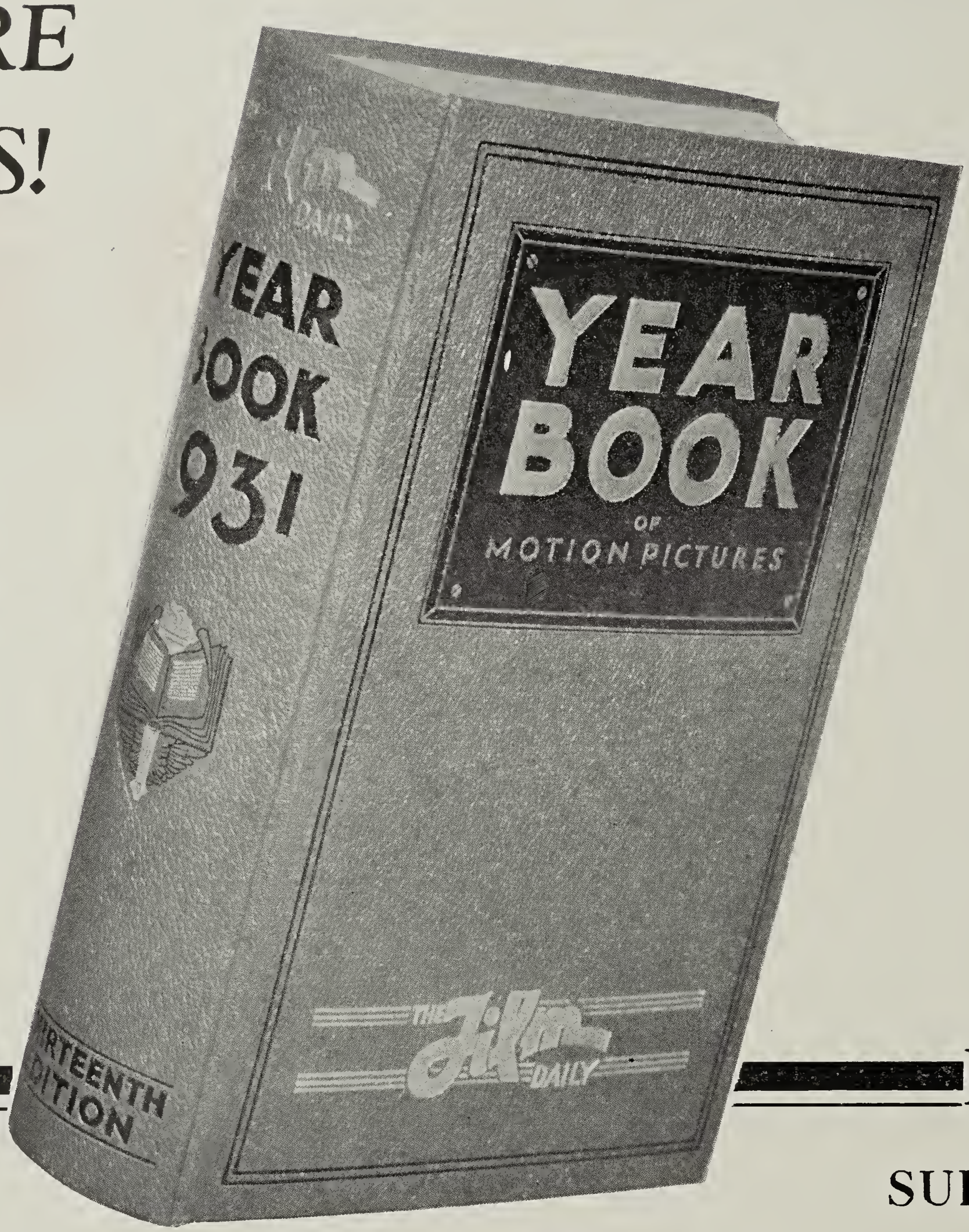
PUBLIX PREPARES FOR FIGHT AGAINST "SUMMER SLUMP"

HOPE FOR BLUE LAW APPEAL IN WISCONSIN

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

The Motion Picture Industry's recognized authority—

HERE IT IS!



A complete and accurate compilation of data pertaining to the Motion Picture Industry

∾

The Industry's greatest volume of information.

Free To SUBSCRIBERS To The Film Daily

1. 1930 Releases (complete data on each picture, producer, director, etc.)
2. 11,950 Tiltes (A list of pictures released since 1915)
3. Directors and their Work (Pictures and year)
4. Players and their work.
5. Authors and their Work.
6. Film Editors and their Work.
7. Recording Engineers and their Work.
8. The work of Cameramen.
9. Special articles by important technical men.
10. Distribution percentages.
11. Exhibitor Associations and their officers.
12. A complete list of all theatres in the U. S.
13. Personnel of Producers and Distributors.
14. A Showman's annual. How to exploit your pictures.
15. A Complete Financial Section.
16. Buying Guide for Exhibitors and Producers.
17. The Standard Theatre. Specifications by John Eberson.
18. Annual Survey of the Foreign Markets.
19. 1931 Legislative Sessions in each state.
20. Theatre Circuits together with executives' names.

and 1001 other important subjects

Date__________

To____________________________

THE FILM DAILY,
1650 Broadway,
New York City.
Gentlemen:

Herewith my check for $10.00—Start my yearly subscription to Film Daily service immediately.

NAME ____________________________

STREET ____________________________

CITY ______________ STATE________

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
5th and Nicolett
MINNEAPOLIS, MINN.

Publix to Fight Slump

Northwest Division to Prepare for Spring and Summer Drop; Going After Business.

Publix Northwest division is planning a terrific fight against the usual spring and summer slump which, it realizes, may be aggravated this year because of the generally depressed conditions, unless vigorous efforts are made to combat its ravages.

And just now the Publix executive staff in Minneapolis is preparing to expend those vigorous efforts in such a way that the public will find its showhouses irresistible even in the face of the inviting boulevards, lakes and other outdoor spring and summer attractions.

As the first step in this direction, it is lining up the strongest possible shows for its theatres. It realizes full well that "the show's the thing" and is firmly convinced, too, that if you have the picture or other attraction that the public wants, profitable patronage will be forthcoming, depression or no depression and beautiful outdoor weather or not.

For the Minnesota Theatre in Minneapolis during the next six weeks, for instance, it has lined up what it believes to be sure-fire box-office pictures. In the order named these are "Man of the World" (this week) "Strangers May Kiss," "Skippy," "Front Page" and "Torch Song." Special big name stage attractions also will be offered as they are available. This week, for example, the house has the famous Duke Ellington and his Cotton Club band. The management also is gunning for a number of other big name acts to be used as special added attractions, but the bookings have not yet been completed.

"Trader Horn," following its recent roadshowing at $1.50 prices at the Century, where it did a big business, will go into the State in

(Continued on page 8)

Finkelstein Circuit Shows Growth

Chain Now Includes Twelve Small Town Theatres in Minnesota and Iowa.

Continued growth and expansion and profitable operation of the recently organized Harold Finkelstein independent theatre chain are reported.

Herman Fields, well-known maintenance director with Publix Northwest theatres, has resigned to become affiliated with the Finkelstein circuit. He will occupy a theatre managerial position for the present.

The Finkelstein chain now comprises 12 theatrs in small Minnesota and Iowa towns. Under its

(Continued on page 8)

Blue Law Repeal

Hoped for in Wisconsin Following Plan to Put Question to Referendum in Near Future.

Madison, Wis. — Another attempt will be made to repeal the state's present blue laws, according to plans now under way in the assembly. The Grobschnidt bill, which sought to repeal the statutes, was passed in the assembly but defeated in the senate. It is planned to refer the question to a referendum soon.

It's An Ill Wind

By M. E. CUFFEL, Editor

THE saying that "it's an ill wind that blows no good" holds good in the case of the present general business depression and the theatrical industry.

For one thing, it seems likely that fewer automobiles will be driven or, at any rate, there'll be less motoring this spring and summer than usual. In an effort to reduce expenses, no doubt many people have put away their cars and will continue to do without them during the ensuing months. Others, accustomed to do considerable summer touring and driving, undoubtedly will devote much less time than formerly to their machines. Some cannot afford to indulge in the usual amount of driving which is a rather expensive luxury; not a few will be restrained by the present wave of economy.

These exmotorists are likely to turn in goodly numbers to the showhouses for their spring and summer amusement. They can attend the movies several times a week for much less than it costs them to take long drives. And in the refrigerated showhouses they will find as much or

(Continued on page 4)

MORE ROAD SHOWS

"Seed" and "Dirigible" Scheduled Here

"Seed" may be released by Universal in Minneapolis and the territory as a roadshow attraction, according to advices received by J. E. Garrison, Universal manager in Minneapolis. This plans is being adopted in other sections of the country, he is informed.

"Trader Horn" was first introduced into the territory as a roadshow. It also is believed that "Dirigible" will be presented as a roadshow, although Columbia has not made a definite decision in this regard yet.

Helps Lent

Milwaukee, Wis.—All local first run houses observed Good Friday and remained closed until one o'clock in the afternoon. Ordinarily the box-office opens at 11 a. m. The Alhambra Theatre turned over the house to noon-day Lenten services and did not open until 1:00 o'clock all during the week. Noon-day Lenten services during Holy Week were also held at the Davidson, local legitimate house, and the Oriental, Fox neighborhood house.

Organist Resigns

Madison, Wis. — Mac Bridwell, organist at the Parkway Theatre here, has resigned to become organist for the RKO Majestic Theatre at San Antonio, Tex.

Spring Days Hit Grosses; Keaton and Dietrich Draw

Minneapolis (week ending April 10) — Business was not so brisk the past week. The spring-like weather probably had something to do with it. Lack of outstanding attractions was another reason.

It was "laugh week" with four of the first-run loop houses offering comedies. "City Lights" concluded its three weeks' run at the RKO Seventh Street.

"Dishonored," starring Marlene Dietrich, at the Minnesota, went over fairly well. The Buster Keaton picture, "Parlor, Bedroom and Bath," won much favor at the State and drew good houses.

Aster—**Woman Hungry** (First National), Lila Lee and Sidney Blackmer. **Business:** Fair. **Summary:** A rather tame drama of an eastern girl, who seeking adventure in the wild and woolly west, finds herself the captive of three bad men who gamble for possession of her. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound news, comedy, serial.

Lyric—**Finn and Hattie** (Paramount), Mitzi Green, Leon Errol and Zazu Pitts. **Business:** Light. **Summary:** A none too funny comedy concerning the experiences of a small-town family on a European trip. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, cartoon comedy, screen vaudeville.

Minnesota—**Dishonored** (Paramount), Marlene Dietrich. **Business:** Fair. **Summary:** The moderately engrossing drama of a woman spy who falls passionately in love with the man whom duty compels her to lure to his destruction as an enemy spy. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum—**Laugh and Get Rich** (RKO), Edna May Oliver, Hugh Herbert and Dorothy Lee. **Business:** Good. **Summary:** Fairly amusing comedy concerning a boarding house keeper and her lazy husband. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville and sound news.

RKO Seventh Street — **City Lights** (United Artists), Charlie Chaplin. **Business:** Light. **Summary:** Third and final week of this comedy riot which drew large houses during its first two weeks.

State — **Parlor, Bedroom and Bath** (M-G-M), Buster Keaton. **Business:** Good. **Summary:** The funny experiences of a shy young man who is mistaken for a noted lover and tries to live up to his pseudo-reputation of being a devil among the fair sex; good for a lot of laughs. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news, cartoon comedy, screen vaudeville.

MILWAUKEE

(Week ending April 1)

Alhambra—**The Boudoir Diplomat** (Universal), Betty Compson and Ian Keith. **Business:** Good. **Summary:** A mild film. **Entertainment Merits:** 85 per cent. **Short Subjcts:** John Boles in person, Universal Newsreel

Garden—**Illicit** (Warner Bros.), Barbara Stanwyck and James Rennie. **Business:** Good. **Summary:** A rather wild story about a girl who has the theory that marriage is spoiled by its pretty everyday intimacies. **Entertainmnt Merits:** 85 per cent. **Short Subjcts:** Newsreel, comedy.

Majestic — **Man to Man** (Warner Bros.), Grant Mitchell and Lucille Powers. **Business:** Fair. **Summary:** An honest sort of a picture with some fine acing by Grant Mitchell, formerly of the stage. **Entertainment Merits:** 85 per cent. **Short Subjcts:** Comedy, Newsreel.

Palace — **Behind Office Doors** (Radio), Mary Aster and Robert Ames. **Business:** Fair. **Summary:** A milder film than the title would seem to indicate. **Entertainment Merits:** 85 per cent. **Short Subjects:** "Tigers of the Deep," sportlight; "Rough House Rythm," comedy; Pathe News.

Riverside—**Mothers Cry** (First National), Dorothy Peterson and Helen Chandler. **Business:** Good. **Summary:** A worthwhile picture outstanding for its sincerity and rstraint. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville, Pathe News.

Wisconsin — **Men Call It Love** (M-G-M), Adolphe Menjou and Leila Hyams. **Business:** Fair. **Summary:** A good program movie for idle hours with modern settings and good photography. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox Movietone News.

Strand—**The Conquering Horde** (Paramount), Richard Arlen and Fay Wray. **Businss:** Fair. **Summary:** A picture western border days with excellent outdoor photography. **Entertainment Merits:** 85 per cent. **Short Subjects:** Charley Chase Comedy, Fox Movietone News.

It's An Ill Wind

(Continued from page 3)

more comfort, pleasure and entertainment as are obtainable anywhere or under any conditions.

In this connection, it seems to us that independent operators well might give consideration at this time to the installation of cooling and ventilating systems. Houses so equipped will be in a better position to go after and land the business of these ex-motorists. The opportunity will be afforded to make permanent summer movie converts of the former motorists.

There are a number of inexpensive cooling systems now on the market so that even the smaller houses should not be deterred by initial costs from such an investment which usually can be depended upon to pay fine dividends in the shape of greatly increased summer patronage. At least, the matter of cooling plant installation should be given serious consideration and should be thoroughly investigated by every theatre operator, large and small. This is no time for false economy. Nobody gainsays that it's difficult to get business today, but we believe that the business is still there for those who go after it properly. And the matter of proper cooling and ventilating of theatres is one of the stones which should not be left unturned.

FROM THE RANKS

Ames Believer in Promotion From Within

Morgan Ames, RKO theatres division manager, is a firm believer in the system of promotions within the organization. He will only employ as assistant managers men whom he believes can be developed into managers. The chance for advancement is a plum always held before RKO employes in the Ames' division and continuously spurs them on to their hardest and best efforts.

Mr. Ames recently instituted the plan of holding a managers' meeting in a different city of the division every month. The purpose is to afford the house managers an opportunity to study local operation at first hand and profit by ideas which can be gathered outside his own particular territory.

A number of personnel changes and revisions just have been made by Mr. Ames. Lee Davis from Phoenix, Arizona, formerly with Publix, has been appointed assistant manager of the St. Paul Palace Orpheum, replacing Irving Koeningshrider, resigned.

Roland Davis, former assistant manager at the Omaha Orpheum, has been promoted to advertising manager. Cleaton Neary, former assistant manager at the Minneapolis Orpheum, has been transferred to Omaha as assistant manager. Jules Gershon has resigned at Omaha. William Orrel is the new assistant manager at the Minneapolis Orpheum.

Ray O'Connell, manager of the St. Paul RKO Orpheum, suffering from nervous breakdown following injuries sustained in an automobile accident, has been granted a six weeks' leave of absence and will recuperate on the West Coast. Mickey Gross, formerly of the Sioux City Orpheum, will be manager of the St. Paul Orpheum during O'Connell's absence. Richard Zeller replaces Gross at Sioux City.

CELEBRATION

Sue Carol and Nick Stuart Present

Milwaukee, Wis. — NVA Week was celebrated here with the appearance of Sue Carol and her actor-husband, Nick Stuart, at a dinner-dance at the Hotel Schroeder, April 8. The party was open to the public and tickets for the event sold at all local theatres.

Several orchestras were engaged for the occasion and entertainmnt included acts from various theatres. The party was heavily advertised and proved to be a big success.

PROSPEROUS THEATRES ARE WELL EQUIPPED THEATRES

OF COURSE, there is the occasional exception to the above stated rule—for example, "the hole-in-the-wall house" that with little or no attention to, or investment in, equipment from lobby to screen, is a virtual gold-mine for its owner.

But for the rank and file of theatres—the houses that must alertly fight for profits—there is no question but that good equipment and good projection go hand-in-hand with good attractions and good management to make the fight for profits a winning one.

WRITE to your local dealer-member of Affiliated Theatre Supply Dealers for the newest price bulletins and catalog information of what is worthwhile in theatre equipment—equipment backed by the A. T. S. D. mark of value, and by the individual dealer's guarantee.

No other business can invest in equipment to such immediate advantage as can the theatre; the comforts of your house, the quality of your projection, the beauty of surroundings—all these are really what you are selling to your patrons constantly, over and over, in addition to the merits of the entertainment on your screen.

The Sign of Service AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS *The Mark of Value*

A Nation Wide Organization of Independently Owned Stores

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Charlotte, N. C.: Carolina Theatre Supply Co., 206 So. Poplar St.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 1705 E. 21st St.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington, D. C.: Ben Lust Theatre Supplies, 308 2nd St.

WELDED WIRE

SOUND REELS

A Reel For Every Purpose

THREE TYPES

TYPE 'A' - ONE PIECE - ALL WELDED
10 in. with 2 in. Drum — 11 in. with 5 in. Drum
14 in. with 4 in. Drum — 15 in. with 5 in. Drum

TYPE 'B'-THREE PIECE-BAKELITE DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

TYPE 'C' - THREE PIECE - METAL DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

All Reels---Bright Cadmium Plated

Special Reels For Wide Film

WRITE US FOR QUOTATIONS ON OUR PRODUCTS

Universal Electric Welding Co.
90 Webster Ave., Long Island City, N. Y.

"Penn Acoustical Felt"

—AND—

"Penn Felt Carpet Linings"

100% ALL HAIR PRODUCT

Odorless, Moth and Vermin-proof and

FIRE RESISTANT

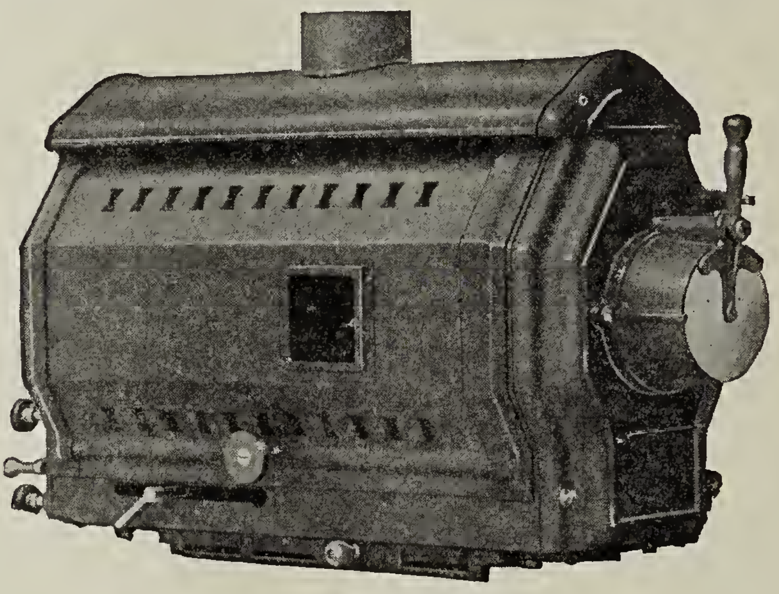
Manufactured in any width up to 9 ft. by 60 ft.—Seamless.
Samples and prices on request.

Manufactured by:

WM. SCHOLES & SONS, INC.
2nd & Indiana Ave. Philadelphia, Pa.

Brenkert

LOW INTENSITY REFLECTOR LAMPS



MORE LIGHT *at* LOWER COST

HUNDREDS of installations by progressive showmen throughout the United States and Canada prove the superiority of Brenkert Low Intensity Reflector Lamps.

Ask Any User

WRITE FOR CATALOGUE AND NAME OF NEAREST DEALER.

A
Brenkert
PRODUCT

CORRECT DESIGN—PRECISION CONSTRUCTION

BRENKERT LIGHT PROJECTION CO.
Engineers & Manufacturers
ST. AUBIN AT EAST GRAND BLVD., DETROIT

Bring On Your Tough Projection Jobs!

STRONG

High Intensity Automatic Reflector Arc Lamps

PROVIDE AN ABUNDANCE OF CRISP WHITE LIGHT
For Sale by Independent Supply Dealers

The Strong Electric Corporation
2501 LaGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York City, N. Y.

COOLING

TODAYS MODERN THEATRES

THE COMMANDER
THE SUPREME

NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS

SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

A SUGGESTION to our DEALERS!

Help the Progress of the Schools.

Introduce Radio Mats to Them.

RADIO-MAT
PATENTED

RADIO-MAT SLIDE Co. MAKERS

NEW YORK

Every school now-a-days teaches by the visual instruction method.

THEY MUST HAVE RADIO MATS

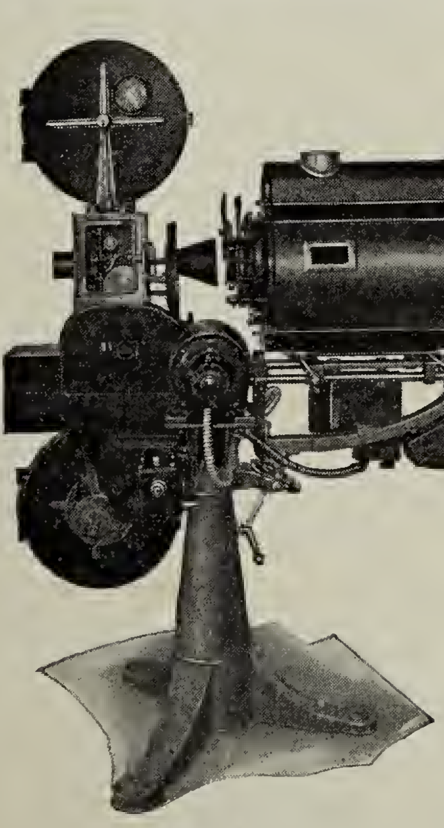
Be sure you get their business and they get Radio Mats.

IS THE STATIONERY OF THE SCREEN

RADIO-MAT SLIDE CO., Inc., Manufacturers New York City

Announcing New Model "U"

Superior Projector



Model "U"
Showing Its Application to
RCA Photophone

Universally Adapted to All Types of SOUND REPRODUCER EQUIPMENT for Either Film or Disc Recording.

Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.

Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by

Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.

Prepares for Slump

(Continued from page 3)

May on a grind schedule at regular 60c popular prices. It is being counted upon to do a land-office business.

Managers of exploitation and advertising managers of the various districts and towns will be spurred on to leave no selling stone unturned and to get the utmost possible out of their attractions. Everybody will be expected to work longer and harder than usual, and that's saying considerable for the reason that Publix executives always must be on their toes and expending their utmost efforts in order to hold down their positions.

Special drives already are being launched throughout the territory. Martin Kelly and Don Chambers have had their heads together working out campaigns and there'll be something doing every minute for the next five months. Kelly is in charge of advertising and exploitation for all the Twin City houses while Chambers performs a similar duty for the theatres outside of Minneapolis and St. Paul.

"The ordinary theatre, of course, cannot go out like the Minnesota and obtain outstanding stage attractions, but it can select its pictures with the utmost care and can advertise and exploit its screen attractions intelligently and realize every ounce possible of selling value out of it," points out Eddie Ruben, Publix divisional manager for the territory. "In this way, much can be done to offset the usual adverse spring and summer box-office effects. Let everybody take off their coats, roll up their sleeves and work as hard as they can and, at the same time, use a high degree of intelligence.

"If this is done, we feel, worthwhile results will be attained, in spite of any handicaps and other difficulties that may be imposed upon us."

PAID TO SMILE

Madison House Receives Good Publicity

Madison, Wis. — John Scharnberg, RKO manager in Madison, promoted a clever publicity tie-up in connection with the showing of "Laugh and Get Rich," at the RKO Capitol. For ten days before the picture opened, a daily newspaper snapped pictures of persons wearing the biggest smiles. These persons were awarded with $2 in cash and ther photos appeared in the paper. In addition they received a guest ticket to see the picture. The stunt resulted in plenty of splendid front page publicity for the theatre.

Ruben Recovers

Believed to be fully recovered from his recent serious illness, I. H. Ruben, formerly of Finkelstein & Ruben, owners and operators of the Northwest chain of theatres now owned by Publix, is back in Minneapolis after a winter in Florida. He will spend the summer at his Lake Minnetonka home. Mr. Ruben retired after the sale of the F. & R. interests to Publix for a sum reported to be in excess of $6,000,000.

"LIGHTS" SCORING

Chaplin Film in Third Week at 7th St.

"City Lights," the Charlie Chaplin picture at the RKO Seventh Street Theatre, is continuing to draw large crowds in its third week. It is indicated that house records will be broken by the attraction.

On Easter Sunday, "City Lights" started a two-weeks' run at the Granada Theatre in Duluth. It also has been booked by Al Hoffman, United Artist exchange manager in Minneapolis, in East Grand Forks, Mich., Bismarck, N. D., and Brainerd, Minn., for week runs. The aforementioned towns usually are single-day or two-day stands, also, Mr. Hoffman points out that product is the main issue of the theatre business, and that United Artists have it, and all that exhibitors have to do, is give it a little judicial advertising and exploitation to put it over. The year 1931 is destined to be a bumper year for good showmen.

MANAGERS CHANGE

Publix Announces Personnel Shifts

A number of managerial changes are being made by Publix Northwest division.

Harold Kaplan, highly popular and efficient manager of the Century Theatre, Minneapolis, which closed for the summer last week, will work out of the main office. He had been slated to go to Rochester, Minn., temporarily, to replace Ray Niles as city manager of the Publix houses there. Niles resigned to go with the Harold Finkelstein theatre chain, but has decided to remain with Publix at Rochester.

Dave Wells comes to the Paramount, Bismarck, N. D., to the Aster in Minneapolis. G. F. Spaeth, formerly at the Aster, goes to the Lyric, Duluth. J. B. Reisman has ben transferred from the Lyric in Duluth to the Grand, Minneapolis.

STROCK "AT HOME"

Personnel Manager Takes Manager's Post

Clyde Strock, personnel manager for the Publix Northwst division, took a whirl at house managerial duties during the last week of the Century Theatre's season when he acted as house manager after Harold Kaplan had departed from Minneapolis for Rochester, Minn., to take over the reins of the Publix theatres in the latter town.

It was like old times for Mr. Strock. Before becoming personnel managr he was assistant manager of the Minneapolis Theatre, Minneapolis, and is fully conversant with the task of running a showhouse from the front.

RELEASE MAY 17

Africa Series in Spring Vitaphone Group

"Adventures in Africa," Vitaphone's twelve-episode, two-reel short subject series filmed by Wynant D. Hubbard, Fellow of the American Geographical Society, author, traveler and wild animal trainer, on a two-year expedition into Upper Rhodesia and Portugese East Africa, is scheduled for spring release. The first of the series, titled "Into the Unknown," will be released on May 17, with the other eleven following at weekly intervals. Out of the 103,000 feet of film shot by Mr. Hubbard, Vitaphone has selected 24,000 feet of the most thrilling and sensational sequences for inclusion in its "Adventures in Africa" short subjects series. Company officials are of the opinion that these are the most authentic and sensational of wild animal pictures ever filmed in Africa.

Store Celebrates

Two thousand employes of the largest Minneapolis department store celebrated their annual party at the Minnesota Theatre. They followed the regular show with their own stage acts. The theatre prepared a souvenir program for the occasion.

Organist Resigns

Madison, Wis.—Mc Bridwell, organist at the Parkway Theatre here, has resigned to accept a similar post at RKO's Majestic Theatre at San Antonio, Tex.

Reopen at Racine

Racine, Wis.—The Capitol Theatre here reopened on Easter Sunday after being dark for a number of weeks.

Circuit Growing

(Continued from page 3)

plan of operation, the local house manager becomes a partner in the enter prise. Mr. Finkeltsein is the son of the late M. L. Finkelstein, partner in the F. & R. circuit, which was sold to Publix. He was general manager for the F. & R. chain for a number of years and, after its acquisition by Publix, was employed as assistant divisional manager.

Offices of the Finkelstein theatres are in the Hamm building, St. Paul. Mr. Finkelstein at present is vacationing at Excelsior Springs, Mo., where he drove in his new twin six Packard.

Road Show Ends

Road showing of "Trader Horn" by M-G-M in the the territory has been discontinued and the picture is being released at present on regular schedule. It will return to the Minneapolis loop for grind showings at the State Theatre on May 7. The picture has enjoyed big business wherever shown. When roadshowed at the Century Theatre, Minneapolis, recently, it drew more than $13,000 for the week at $1.50 top and all seats reserved.

Busy Buzzell

Hollywood — Eddie Buzzell is one of the busiest men on the Columbia lot. In addition to playing the starring roles in his own series of "Specialties," he directs and writes them. He recently had some spare time on his hands and he was immediately pressed into service to act as Master of Ceremonies in "Screen Snapshots" No. 6.

On Sales Trip

Having taken up his new duties as Big 4 special sales representative working out of the Celebrated Film Exchange of Minneapolis, Phil Ford has launchd on an intensive sales campaign which will carry him through the Minnesota and South Dakota territory.

Rogers in Town

F. B. Rogers, central division sales manager for E. R. P. I., paid a visit to the Minneapolis office last week.

Paramount Publix Corporation in its consolidated statement for the year 1930, which includes earnings of subsidiary companies, reports combined net profits of $18,381,178.00 for the year and $4,834,989.55 for the three months just ended December 27, 1930, after deducting all charges and reserves for Federal income and other taxes.

New Drive Against Bicycling

Violations Costing Producers $10,000,000 a Year; Bureau to Watch Observances.

New York — Distributors are making an intensive effort to check up the amount of playing time and rental receipts that are lost as a result of exhibitors holding over, bicycling and sub-renting pictures without authority or payment of rental. These practices are said to be costing the producers more than $10,000,000 a year.

Through the medium of the Copyright Protection Bureau, the distributing companies will endeavor to bring about a better observance of contracts and business relations on the part of many exhibitors who have been laying all their violation sto misunderstandings of contract or to special agreements with salesmen or exchanges.

In the case of a theatre operator with 300 days' playing time in the course of a year, the holding over of pictures without sanction or payment frequently means a loss of 100 days' playing time for the year. Non-payment of films held over and incorrect box-office reports also are to come in for attention. It is figured that the checking of about 25 per cent of the country's independent houses four days weekly would involve an expense of $26,000,000 a year, and to obviate this overhead as far as possible the cooperation of exhibitors has been sought in connection with eliminating exhibitions not authorized by approved contracts, as well as curbing salesmen and exchanges who continue to deviate from policy in their selling activities. Sales managers of different companies have issued strict orders to field representatives that no verbal agreements of any kind are to be made with exhibitors, and the men have been warned that violation of this rule will bring a severe penalty.

Cooperation of exhibitor leaders also has been obtained in many sections with constructive results.

Allied Newsreel Will Start in June

Extensive Campaign to be Launched by Allied for 3,000 Contracts at Outset.

New York—With the first appearance of the Allied-Kinograms newsreel scheduled for June, Allied States is planning, and executing, an extensive campaign for the sale of the produce to theatres included in the membership of the body.

Under the present plan Kinograms will devote its entire efforts to production and sale of space to national advertisers. Allied will handle the sales organization, either through outside salesmen or through its own members. More than 1,500 contracts for the reel, which will be issued twice weekly, have been obtained, with a goal set for 3,000 when the newsreel gets into active operation.

The plan calls for he theatre to book the reel on a rental basis, and in return receive financial remuneration for the advertising contained in the subject. Part of this remuneration is expected to be turned over to the Allied national and state bodies.

Fire Rules Revision

To be Recommended at Association's Convention in Toronto May 11 - 14.

New York—Revision of the regulations governing measures for fire prevention in the handling of film in exchanges and theatres will be recommended at the annual convention of the National Fire Protection Association in Toronto, May 11 to 14.

The new regulations, drawn up by the association's committee on hazardous chemicals and explosives, provide for fire-resistive construction wherever feasible, automatic sprinkler protection over all rooms where film is handled in any quantity, standard vaults for storage, and strict control of smoking and any other potential source of ignition of the film.

The regulations adopted in 1910 and amended in minor details in 1922 and 1926 have proven fully satisfactory in their application to exchanges, but with new developments in the industry it seemed advisable to revise them in order to bring them up to date and make them more inclusive in application.

COMMITTEE OF 10

Columbia Affairs Are in Charge of Group

New York—A committee of 10 will supervise the handling of all distribution for Columbia, under the general guidance of Jack Cohn, according to plans announced last week. The committee will be headed by Lou B. Metzger. The committee is composed of Abe Montague, Joe McConville, Lou Weinberg, Morris Safier and Wayne Pierson, director of road shows, all of whom will work out of New York. Joe Goldberg will be in charge of the West Coast, Phil Dunas will have the middle west, Sam Moscow will head the south and Phil Meyers guiding Greater New York.

GRANGE IN SERIAL

Football Star Signs With Mascot

New York — Harold E. (Red) Grange, the famous grid star of Illinois, announced last week that he had signed a contract with Mascot Pictures Corporation to return to the screen in a twelve-episode, all-talking serial. The first episode of the picture will be released throughout the country on September 1, so that the subsequent installments will be shown throughout the football season.

BIOGRAPHY READY

Laemmle's Life Story Is Published

New York — John Drinkwater's latest biography, "The Life and Adventures of Carl Laemmle," was published by the Putnam press on April 10. It will be a still further event in the celebration of Carl Laemmle's Silver Jubilee.

Sex And Crime Films Waning, Survey Shows

Berkeley, Cal.—Crime and sex pictures are on the wane, according to Clinton Wunder, executive manager of the M. P. Academy of Arts and Sciences, in an address before the Berkeley Women's City Club. Mr. Wunder said:

"All motion pictures that touch on the commission of crimes show some form of punishment or restitution for criminal behavior. In January and February, 1931, 48 feature pictures were released by studio members of the Motion Picture Producers and Distributors of America and only 9 of these were the type of picture in which sex or crime had any degree of prominence. Of these latter 9 pictures, 8 received endorsement by one or more of the official reviewing groups in Hollywood representing great national organizations including the D. A. R., the University Women's Association, Y. M. C. A., Federated Women's Clubs, the Internaional Federation of Catholic Alumnae, etc."

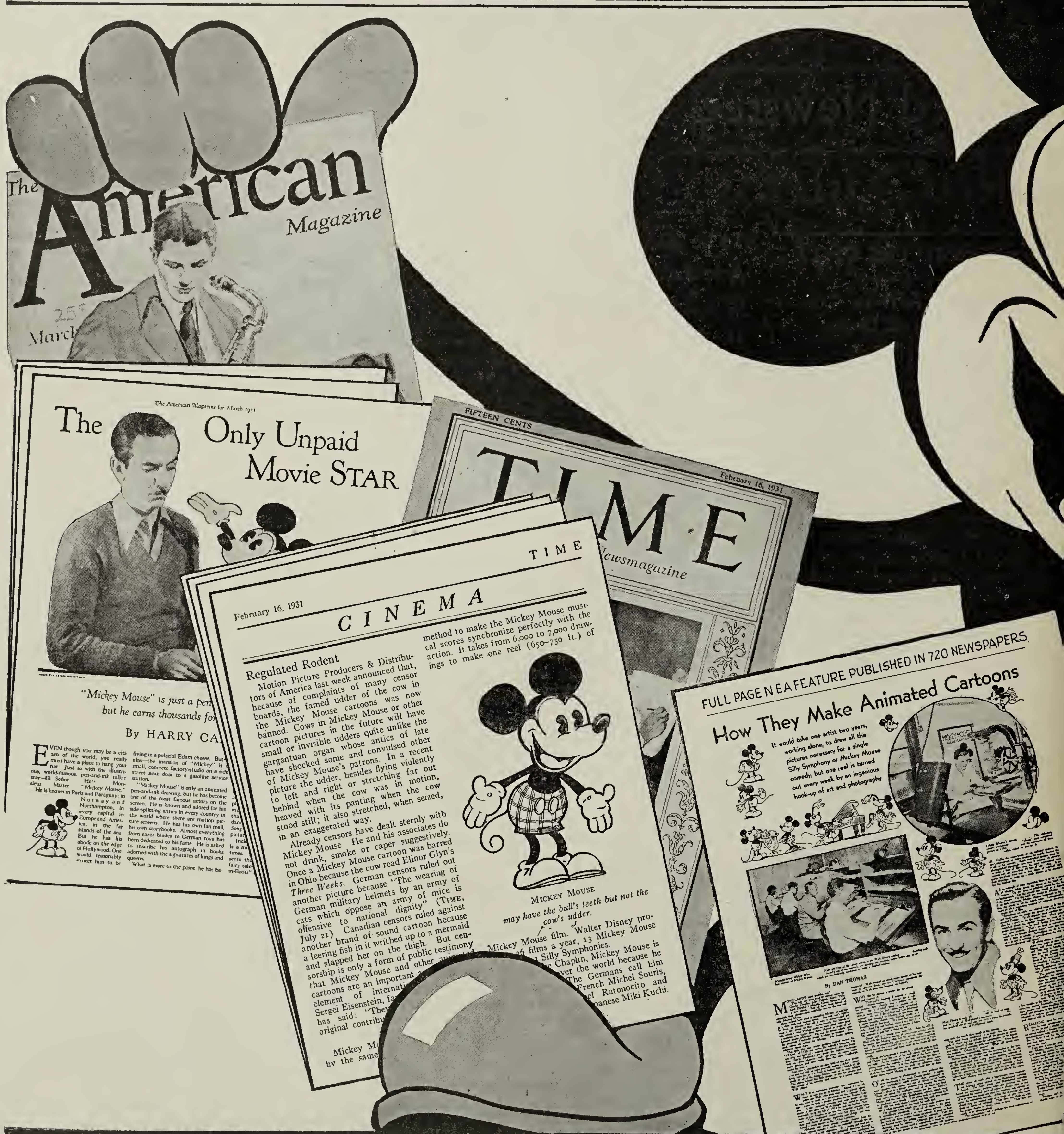
Huston Signed

Universal City—Walter Huston, one of the big personalities of the talking picture era, has been signed by Carl Laemmle, Jr. He will co-star with Genevieve Tobin in "Boulevard," an original story by Ernest Wolf, which Mr. Laemmle, Jr., will produce as a new season special.

Renew Contract

Hollywood — Lily Damita, imported from Paris two years ago by Samuel Goldwyn to appear opposite Ronald Colman in "The Rescue," has signed a new contract which will prolong her services with Goldwyn for three years more. The first contract expired last week.

THE SCREEN'S MOST PO



The American Magazine for March 1931

The Only Unpaid Movie STAR

"Mickey Mouse" is just a pen
but he earns thousands fo

By HARRY CA

EVEN though you may be a citizen of the world, you really must have a place to hang your hat. Just so with the illustrious, world-famous pen-and-ink talkie star—El Señor Herr Monsieur Mister "Mickey Mouse." He is known in Paris and Paraguay; in Norway and Northampton, in every capital in Europe and America, in the far islands of the sea. But he has his abode on the edge of Hollywood. One would reasonably expect him to be living in a palatial Edam cheese. But—alas—the mansion of "Mickey" is small, concrete factory-studio on a side street next door to a gasoline service station.

"Mickey Mouse" is only an animated pen-and-ink drawing, but he has become one of the most famous actors on the screen. He is known and adored for his side-splitting antics in every country in the world where there are motion picture screens. He has his own fan mail, his own storybooks. Almost everything from razor blades to German toys has been dedicated to his fame. He is asked to inscribe his autograph in books adorned with the signatures of kings and queens.

What is more to the point he has be-

TIME

February 16, 1931

CINEMA

Regulated Rodent

Motion Picture Producers & Distributors of America last week announced that, because of complaints of many censor boards, the famed udder of the cow in the Mickey Mouse cartoons was now banned. Cows in Mickey Mouse or other cartoon pictures in the future will have small or invisible udders quite unlike the gargantuan organ whose antics of late have shocked some and convulsed other of Mickey Mouse's patrons. In a recent picture the udder, besides flying violently to left and right or stretching far out behind when the cow was in motion, heaved with its panting when the cow stood still; it also stretched, when seized, in an exaggerated way.

Already censors have dealt sternly with Mickey Mouse He and his associates do not drink, smoke or caper suggestively. Once a Mickey Mouse cartoon was barred in Ohio because the cow read Elinor Glyn's *Three Weeks*. German censors ruled out another picture because "The wearing of German military helmets by an army of cats which oppose an army of mice is offensive to national dignity" (TIME, July 21) Canadian censors ruled against another brand of sound cartoon because a leering fish in it writhed up to a mermaid and slapped her on the thigh. But censorship is only a form of public testimony that Mickey Mouse and other animated
cartoons are an important
element of internati
Sergei Eisenstein, fa
has said: "They
original contribu

Mickey Mo
by the same

method to make the Mickey Mouse musical scores synchronize perfectly with the action. It takes from 6,000 to 7,000 drawings to make one reel (650–750 ft.) of

MICKEY MOUSE
may have the bull's teeth but not the cow's udder.

Mickey Mouse film. Walter Disney pro-
26 films a year, 13 Mickey Mouse
Silly Symphonies.
Chaplin, Mickey Mouse is
ver the world because he
The Germans call him
French Michel Souris,
el Ratonocito and
panese Miki Kuchi.

FULL PAGE N E A FEATURE PUBLISHED IN 720 NEWSPAPERS

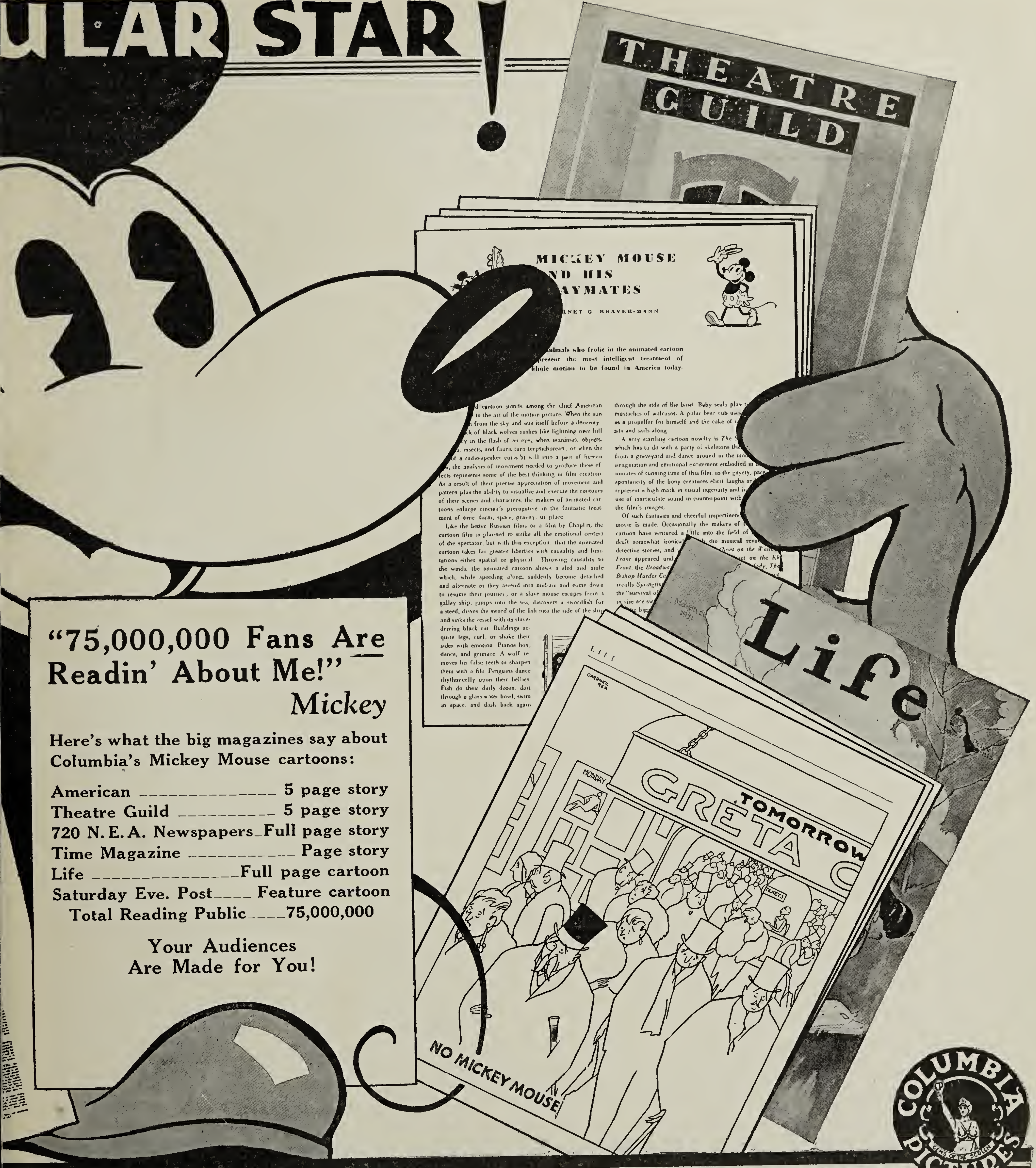
How They Make Animated Cartoons

It would take one artist two years, working alone, to drew all the pictures necessary for a single Silly Symphony or Mickey Mouse comedy, but one reel is turned out every week by an ingenious hook-up of art and photography

By DAN THOMAS

MICKEY

ULAR STAR!



MICKEY MOUSE
ND HIS
AYMATES

RNET G BRAVER-MANN

nimals who frolic in the animated cartoon
present the most intelligent treatment of
filmic motion to be found in America today.

d cartoon stands among the chief American
to the art of the motion picture. When the sun
from the sky and sets itself before a doorway
ck of black wolves rushes like lightning over hill
y in the flash of an eye, when inanimate objects.
, insects, and fauna turn terpsichorean, or when the
of a radio-speaker curls at will into a pair of human
, the analysis of movement needed to produce these ef
fects represents some of the best thinking in film creation. As a result of their precise appreciation of movement and pattern plus the ability to visualize and execute the contours of their scenes and characters, the makers of animated cartoons enlarge cinema's prerogative in the fantastic treatment of time form, space, gravity, or place.

Like the better Russian films or a film by Chaplin, the cartoon film is planned to strike all the emotional centers of the spectator, but with this exception, that the animated cartoon takes far greater liberties with causality and limitations either spatial or physical. Throwing causality to the winds, the animated cartoon shows a sled and mule which, while speeding along, suddenly become detached and alternate as they ascend into mid-air and come down to resume their journey, or a slave mouse escapes from a galley ship, jumps into the sea, discovers a swordfish for a steed, drives the sword of the fish into the side of the ship and sinks the vessel with its slave-driving black cat. Buildings acquire legs, curl, or shake their sides with emotion. Pianos box, dance, and grimace. A wolf removes his false teeth to sharpen them with a file. Penguins dance rhythmically upon their bellies. Fish do their daily dozen, dart through a glass water bowl, swim in space, and dash back again through the side of the bowl. Baby seals play t
mustaches of walruses. A polar bear cub uses
as a propeller for himself and the cake of i
sits and sails along.

A very startling cartoon novelty is *The S*
which has to do with a party of skeletons th
from a graveyard and dance around in the moo
imagination and emotional excitement embodied in
minutes of running time of this film, as the gayety, pace
spontaneity of the bony creatures elicit laughs an
represent a high mark in visual ingenuity and in
use of inarticulate sound in counterpoint with
the film's images.

Of such fantasies and cheerful impertinenc
movie is made. Occasionally the makers of t
cartoon have ventured a little into the field of
dealt somewhat ironica h the musical revu
detective stories, and *uiet on the West*
Front appeared und *uiet on the K9*
Front, the *Broadwa ody. The*
Bishop Murder Ca
recalls *Springtim*
the "survival o
in size are sw
he bigg

"75,000,000 Fans Are Readin' About Me!"

Mickey

Here's what the big magazines say about Columbia's Mickey Mouse cartoons:

American	5 page story
Theatre Guild	5 page story
720 N. E. A. Newspapers	Full page story
Time Magazine	Page story
Life	Full page cartoon
Saturday Eve. Post	Feature cartoon
Total Reading Public	75,000,000

Your Audiences Are Made for You!

COLUMBIA PICTURES
GEMS OF THE SCREEN

MOUSE

Newsreel Plans Expansion; Will Gather Own News

Terminate Arrangement With Kinograms, and Issue Reel of Greatly Broadened Scope.

New York—Gathering of news pictures by its own staff will be started by the Universal Newspaper Talking Newsreel, within sixty days, it was announced last week. The cooperative arrangement in which Universal and Kinograms have participated is being dissolved, and the U reel will be produced entirely independently.

When Universal decided two years ago to re-enter the newsreel field on its own, a company was incorporated under the title, Associated News Reels, Inc., by Universal and Kinograms for the joint gathering of news, the idea being the same as that of press associations in the newspaper field. At that time, it was expected that other newsreels might join the group.

Although news pictures were pooled between the two concerns, under this arrangement, the Universal newsreel has been entirely individual under the editorship of Sam Jacobson. It was Jacobson who suggested to Carl Laemmle that the "talking reporter" be created on the screen, and with the signing of Graham McNamee for this star role, the U newsreel has grown rapidly.

Jacobson is now assembling the staff of cameramen throughout the world for the newsreel under the new plan. The number of news sources is being greatly increased, and other big expansion plans are under way, soon to be announced.

Warns Against "Ads"

John R. Freuler Says Industry is Menaced From Within Because of Screen Ads.

"The motion picture industry, having overcome external obstacles by great effort, is now menaced from within," according to John R. Freuler, president of Big 4 Film Corp.

"After long probation, and, having successfully weathered the annexation of acoustics, a new hazard now appears on the screen in the form of merchandising propaganda," Freuler says.

"Having been associated with the exhibition of pictures, through the operation of theatres in several key points over a period of years, as well as the production and distribution of film, I am convinced that the keynote of successful operation has been, is, and always will be, the importance of supplying the buyer with exactly what he is paying for—entertainment, with no strings attached.

"It is true the saving involved in the industrial subject is attractive, not only to Class A theatres, but to subsequent run houses; however, these latter, which draw consistent audiences, can, even less, afford to run advertising film.

"The public, while cheerfully accepting a carefully selected, limited amount of advertising, per se, will resent the subtle short. They resent it because they are taken unaware, have no redress, and, in order to receive what their money has bought, they are required to bear with 'subsidized' entertainment. They feel, and rightly, the theatre has received just revenue at the box office, without seeking additional source of revenue at their expense.

"Propaganda of this kind should, at the outside, last no longer than two and a half minutes for a complete program. That time should include the theatre's own announcements in slides or trailers."

* * *

Alfred Lunt and Lynn Fontanne, who for several years have been outstanding stars on the roster of New York's Theatre Guild, have signed a contract with Metro-Goldwyn-Mayer to make a motion picture during the coming summer, with an option calling for an additional film the following year.

GOLF SHORT READY

First of Bobby Jones Series April 27

Hollywood—Bobby Jones is now well into production on his series of twelve one-reel short subjects on "How I Play Golf" for the Vitaphone Corporation. Actual filming was begun early in March and it is expected that the international champion will complete the series early in April, with the initial release being made on April 27.

The use of the various clubs will be explained and illustrated by Bobby in the various issues. The titles for his twelve short subjects are: 1—The Putter; 2—Chip Shots; 3—The Niblick; 4—The Mashie Niblick; 5—The Spade Mashie and Fron Iron; 6—The Three and Two Iron; 7—The Two Iron and Spoon—A Comparison; 8—The Brassi; 9—The Driver; 10—Trouble Shots; 11—Practice; 12—A Complete Round of Golf.

IN "STREET SCENE"

Nancy Carroll Borrowed by United Artists

Hollywood—Nancy Carroll has been borrowed from Paramount for the leading role in the forthcoming United Artists production of "Street Scene," according to announcement by Samuel Goldwyn.

This marks the first appearance of Miss Carroll for another company since she soared to stardom and is an indication of the importance of the Elmer Rice stage play in the eyes of Hollywood film authorities in general.

Another Juvenile

Hollywood — "Queen of Hollywood," from Sinclair Lewis' novel depicting adventures of child film celebrities, "Let's Play King," will be Paramount's next juvenile grown-up screen production to follow the success of "Tom Sawyer" and the recent enthusiastic reception by press and public of the previews of "Skippy." Direction has been assigned to Norman Taurog and Norman McLeod.

SENNETT RENEWS

Educational Contract Is Continued

Hollywood — E. W. Hammons, president of Educational Film Exchanges, Inc., announces the consummation of negotiations with Mack Sennett for renewal of the contract between Educational as exclusive distributor, and Mack Sennett, as producer of the Mack Sennett Comedies.

This is the third consecutive season that the comedy producer will release his short features through Educational exclusively, the affiliation of Educational and Sennett having marked the entry of both Educational and Sennett into the sound field.

"ALL QUIET" SEQUEL

"Fate" to be Title of Remarque Story

Universal City—Carl Laemmle, Jr., is making elaborate plans for the filming of Erich Remarque's sequel to the world-famous book and film, "All Quiet on the Western Front." The sequel's title is "Fate," an original story by Remarque, and it will go into production this month when the Universal studios resume full activity again after the current vacation period.

Careful consideration is being given by Mr. Laemmle, Jr., to the choice of director and cast for this important picture, and announcement of these will be made soon.

BIG CAMPAIGN

Vitaphone Will Exploit Africa Series

The Vitaphone Corporation's faith in the great drawing power of its African wild animal series of shorts, "Adventures in Africa," filmed during a two-year expedition into interior Rhodesia and Portugese East Africa, to be released in twelve 2-reel episodes—is evidenced in the complete advertising, publicity and exploitation campaigns which it is putting back of the series.

The film trade paper advertising campaign is now under way; a broadside on the series has been mailed to exhibitors; posters are in work; a large general press sheet is on the presses; 11 x 14 cards are in preparation; also a window card, lobby cards on each individual episode, a herald and a press sheet for each issue.

NO. 7 FOR JONES

Western Star Near End of His Series

Hollywood—"The Texas Ranger," seventh production in a series of eight outdoor "specials" which Buck Jones, Western star, is making for Columbia Pictures, is the company's second April release. Jones is starred in the title role, with Carmelita Geraghty in the leading feminine part.

Studio Closed

Culver City — Until May 4 the Hal Roach studio will suspend all business. Because all companies finished two weeks ahead of time, and the yearly production schedule for 1930-31 has been completed, it was decided to give the benefit of the two extra weeks to the studio employees.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Tol'able David, Richard Cromwell—Continuity bad. No business. —Guy V. Ida, New Grand, McDonald, Pa.

Criminal Code, Walter Huston—Good picture. — Guy V. Ida, New Grand, McDonald, Pa.

Criminal Code, Walter Huston—Great prison picture with outstanding story. A drawing card.—M. Thomas, Capitol, Clairton, Pa.

FIRST NATIONAL

My Past. Fair business on this one. Good picture.—B. Legg, Superba, Denison, Tex.

Woman Hungry. Good picture and fair business.—B. Legg, Superba, Denison, Tex.

Hot Heiress—Good picture; average business.—B. Legg, Superba, Denison, Tex.

M-G-M

The Southerner, with Lawrence Tibbett. Good entertainment for all classes. Won't draw but will entertain if you get them in.—R. F. Cornes, Cornes Theatre, Farmersville, Tex.

A Lady's Morals, Grace Moore—No good—Guy V. Ida, New Grand, McDonald, Pa.

Dance, Fools, Dance, with Joan Crawford. Good picture which pleased well. Drew well on account of star.—R. F. Cornes, Cornes Theatre, Farmersville, Tex.

Passion Flower, Charles Bickford —A flop—Guy V. Ida, New Grand, McDonald, Pa.

Inspiration — This picture well liked and went over okay. No adverse criticism. R. F. Cornes, Cornes Theatre, Farmersville, Tex.

Gentleman's Fate, John Gilbert—Best piece of acting in Gilbert's whole career. — W. J. Wooten, Olympic, Canyon, Texas.

Great Meadow—Slow and somewhat disappointing, although a very good picture which got by.—R. F. Cornes, Cornes Theatre, Farmersville, Tex.

The Prodigal, Lawrence Tibbett —Good picture.—F. A. Lambert, Grand, Princeton, Mo.

PATHE

Painted Desert, Bill Boyd—This picture has done just what an exhibitor expects from any good picture. — Al Glazer, Elliott, Pittsburgh, Pa.

Lonely Wives, Edward Everett Horton—The best comedy we have played this year.—F. A. Lambert, Grand, Princeton, Mo.

PARAMOUNT

Santa Fe Trail—Extra good on Friday and Saturday. R. F. Cornes, Cornes Theatre, Farmersville, Tex.

Stolen Heaven—Went over well to big crowd; well pleased and lots of favorable comment.—R. C. Cornes, Cornes Theatre, Farmersville, Tex.

Rango—Pay for it and don't play it. Business bad in good weather. —Joseph L. Delisi, Liberty, Saltsburg, Pa.

Fighting Caravans, Gary Cooper —Just a fair western.—Joseph L. Delisi, Liberty, Saltsburg, Pa.

Along Came Youth—With Buddy Rogers. Light entertainment but went over well to grand crowd.—R. C. Cornes, Farmersville, Tex.

Gang Buster—Didn't please so well. Very light stuff.—R. F. Cornes, Farmersville, Tex.

RADIO

Cimarron, Richard Dix — Better than average business with good picture.—Guy V. Ida, New Grand, McDonald, Pa.

Cimarron, Richard Dix — One of the greatest shows during my twenty-four years in theatre business. Played it four days to great business and will repeat on this for two days more.—M. Thomas, Capitol, Clairton, Pa.

Cimarron, Richard Dix—A good box-office bet and entertaining from start to finish. Worth increased admissions.—W. J. Wooten, Olympic, Canyon, Tex.

STATE RIGHTS

Phantom of West, Tom Tyler — One of the greatest chapter plays. Every exhibitor should run this serial.—M. Thomas, Capitol, Clairton, Pa.

Woman Who Was Forgotten—Belle Bennett — A good human-interest drama with a healthy drawing power. Did a very nice business on it in fair weather.—M. A. Salkin, Chicago, Ill.

UNIVERSAL

See America Thirst, Slim Summerville and Harry Langdon—I was surprised to see what business this did for me during Holy Week. Universal sure makes good ones.—Al Glazer, Elliott, Pittsburgh, Pa.

WARNER BROS.

Sit Tight, Joe E. Brown—High-class comedy; plenty of draw where Brown is liked. Good business considering the week.—Bill Walker, Crafton, Pa.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC.,
4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title --

Star -------------------- **Producer** --------------------

Remarks: --

-------------------- **Weather:** --------------------

Title --

Star -------------------- **Producer** --------------------

Remarks: --

-------------------- **Weather:** --------------------

City -------------------- **Theatre** --------------------

State -------------------- **Exhibitor** --------------------

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

'Skippy' Makes Possible Big Inexpensive Selling

THE presentation of "Skippy" at the Newman, Kansas City, Mo., gave Jack Shelley, its advertising director, an opportunity to execute an elaborate but inexpensive campaign.

Being a picturization of Percy Crosby's widely published cartoon strip offered a perfect tie-up with the Journal-Post, evening newspaper.

Great Newspaper Tie-up

They put behind the showing of "Skippy" the full use of their news columns, picture page, advertising space, rotogravure and comic section. Amusement editor, feature story writers, photographers and advertising departments were instructed to go the limit.

The publisher offered free guest tickets to the needy children and their parents. About five hundred called at the newspaper office for them.

Groups of orphan home inmates were brought to the theatre in cars and buses during dull periods.

Ace, their widely known columnist and amusement reviewer, devoted two different daily columns to "Skippy." He told the censors and advocates of cleaner amusements that here was their golden opportunity to get behind the picture that was the answer to their pleas.

Four-Page Tabloid

The newspaper printed on its presses 105,000 special four-page tabloid newspapers, for which no charge was made to the theatre. Fifty-five thousand of these contained on the two inside pages a "Skippy" cartoon coloring contest. The tabloids were distributed from house to house by the theatre staff. Front and back pages were devoted to detailed story and picture layouts.

The other 50,000 were distributed by an associated group of drug stores. They are an exclusive weekly full-page advertiser with the paper. The inside two pages of this section contained the druggists's ad. Throughout the ad the title "Skippy" was inserted. The ifrst 100 finding the correct locations of picture names received passes.

Preview, Trailers, Other Tie-ups

An advance preview was held for ministers, Parent-Teachers' officials, school supervisors and newspaper reviewers.

The Newman screen carried trailer announcements two weeks before opening date.

From the Paramount-Publix exchange 100 tire covers were purchased. These were placed on rear tires of seven different taxicab companies. Passes were given to the drivers.

After "Skippy" opened sidewalks in front of schools were stenciled in white, "See 'Skippy' Today!"

The news agency, handling the distribution of Screen Play magazine which carried a feature story of Bobby Coogan, placed 300 quarter-sheet cards. They were paid for by the theatre.

Daily newspaper ads, Shelley states, were created with the thought of appealing to those between the ages of 16 and 23 years. The lobby display of brilliant illustrations was held to minimum cost.

Shelley was asked what this elaborate campaign cost. "We spent below the average amount allowed us for the usual picture," is how he put it.

Radio Tie-Ups on "New Moon"

EDDIE FURNI, manager of the Paramount Theatre, St. Paul, Minn., included radio broadcasts in his campaign on "New Moon."

He arranged with radio station KSTP, whereby every morning for seven days, they played a record of "Lover Come Back To Me," the song hit from "New Moon." Announcements were also made of the theatre and playdate and the fact that two famous singers were being co-starred in the production, namely, Lawrence Tibbett and Grace Moore.

Window displays were secured in music stores, on sheet music. Stills were used in the displays.

Furni also arranged with distributors for Atwater Kent Radios for several other displays of stills in radio stores.

AD - it - orial

▲ ▲ ▲

SELLING the "angle" that sells.

Many elaborate and expensive campaigns have met with dismal failure at the hands of those who have not given the utmost thoughtful consideration to the vital selling angle.

Yes, the angle that arouses the attention, the interest, the desire, the conviction and the action of those who fill the additional seats that make business better or establish new records.

The selection and understanding in choosing the successful selling angle distinguishes the ability of a good seat filler.

We have known where western pictures have failed to draw. But booking circumstances made it necessary to occasionally play them. Was the gun-toting cowboy plastered all over the newspaper ads, lobby, etc., let it go at that? Emphatically no! They talked only about its love and romance.

Another instance brings to mind an outstanding picture based on a story about "kids." With this one they were sure of the children's business, but they needed adults to fill the empty seats. What was the decision? Sell the comedy angle! Tell them it has laugh after laugh; that they'll be living their kid days all over again. It brought the adults.

Every cigarette advertiser year in and year out has spent a fortune selling, "They're the best," "Turkish and domestic blend," "There is no finer or smoother cigarette made."

Then Lucky Strike dug up an angle and told the world to tremendous profits, "It's toasted" — "Reach for a Lucky" and "Sunshine mellows, heat purifies, etc." Now other cigarette advertisers are groping for new angles.

The right angle backed up by an enthusiastic campaign brings exceptional results for the ordinary entertaining picture.

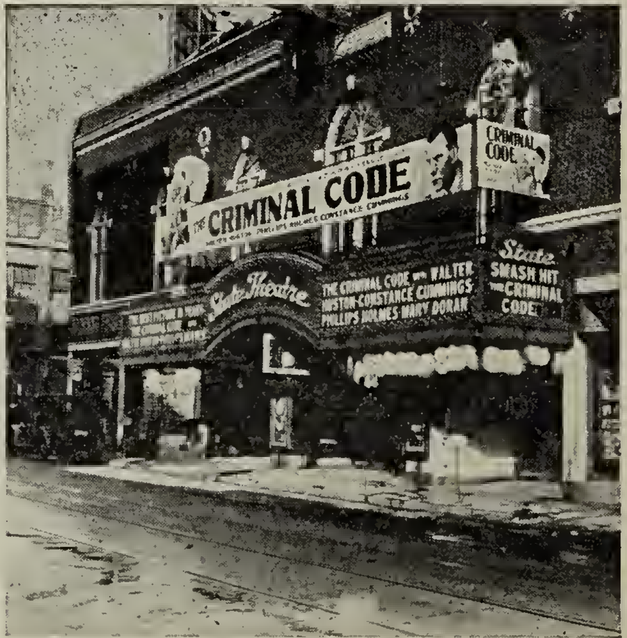
Ability to pick the right angle means selling extra seats.

—W. J.

Effective Cut-outs

Harry Zeitz, manager of the State, New Bedford, is a firm believer in cutouts and used them extensively in boosting "The Criminal Code."

He used four cutouts on a three-way front, as illustrated here. The result was an attention-getter that got 'em.



PICK OF THE PRESS SHEET

Newspaper Lingo As Attention Getter

"THE Finger Points" press sheet has an interesting list of newspaper terms that can be utilized for a contest or lobby poster. It should attract attention. It also has a line of gang-slang expressions. The terms and expressions can be displayed on a poster in the lobby in advance of the picture's showing with answers omitted. Offer a shiny new dime to the first twenty-five persons getting twenty out of twenty-five correct answers, turning them in to the box-office every day, the cashier giving the dime immediately to the correct guessers.

Gary Cooper Shirt Tie-up

PARAMOUNT has tie-up with Salisbury Shirt makers for "Gary Cooper Shirt." Special 22 by 28 color enlargements are furnished free to merchants handling the Jackson and Jackson of Salisbury, Maryland, line. Your exchange ad sales manager can provide you with names of local dealers.

Cigar Burning Contest

SEVERAL days in advance place various size cigar butts on trays in cigar or drug store window, marking them as going out at various times. Then place also whole cigar used in tie-up with card reading, "How long will this one last?" Then on announced time and day have someone in window smoking cigar. Offer passes to first number of winners. This should get prominent corner windows. (Taken from "City Lights")

File This Idea For Next Year

THE Friendly Theatres in Kansas City admitted free any child under twelve years of age to its Saturday afternoon performance, upon donation of a hard-boiled colored Easter egg. The Easter eggs were turned over by the theatres to charity institutions on Easter Sunday.

Nutty Angle on "Royal Family"

IN Oakland, California, C. A. Tompkins and Phil Phillips of T. & D. Theatre, through a tie-up with the Squirrel Nut Shop, distributed hundreds of packages of nuts. Girl ushers were used to hand them out on prominent corners to sell the nutty angle on "The Royal Family of Broadway."

Pets Parade for Mickey Mouse

ERNEST LUDWIG of the Coliseum Theatre, Seattle, used a pet parade in connection with a plug for his Mickey Mouse club. The Seattle Star gave it much publicity. It was a parade of kiddies, strutting dogs, cats, chickens and every conceivable domestic animal. Prizes were given participants after a performance in front of the theatre.

Birthday Club to Get the Kids

HARRY SHAW, manager of Loew's State Theatre, has launched a city-wide campaign to enlist the interest and loyalty of the children of Cleveland. He has inaugurated a "birthday club." Every child in the city is eligible to membership upon registering his birthday with the management and securing a certificate of membership. Although started only two weeks ago, the Birthday Club already has more than 500 members.

Certificate of Membership

NO 477

IN THE

BIRTHDAY CLUB

of

Loew's ______________ Theatre

This Certifies the Active Membership of ________________

Address ______________________________ Date of Birth, Day

____________ Month ______________ Year __________

As a booster for development in motion picture arts as it pertains to clean screen entertainment and educational features furthering the production of screen subjects of interest to the children of America, this Membership entitles you to all available information on special **Birthday Club** events planned for the future. This Membership also admits you as **Our Guest** on the occasion of your next birthday.

Signed: (HARRY L. SHAW)

Signed and Sealed this ______________ day __________ Month

______________ Year __________.

A reproduction of the membership certificate used by Harry Shaw of Loew's State Theatre at Cleveland. It was 9 inches by 6 inches, printed on heavy white bond paper.

C O P Y ! !

For that emergency use when words fail you and you want to get away from using "greatest," "best," "marvelous" and other over-used superlatives. Here is COPY that has been successfully used and which you can clip and paste for newspaper advertising.

JAZZED COPY

WANT YOUR LAWF VALVES GROUND?

Here's a chance to overhaul your giggle apparatus! A sure cure for anything from despair to dyspepsia, "blues" to biliousness. Burgle the baby's bank—rifle the family sock—"stick up" your Mother-in-law—**Anything.** Get the dough!

—AND GO!

WHY BUY "MOONSHINE"?

When you can go on a jazzy joy jag for 25 cents?

GARLIC IS STRONG

But that doesn't commence to describe its potent powers. And when you say this picture is "funny," you haven't even started. If Webster had known it was coming he would have made a lot of extra fancy adjectives to describe it.

W-H-E-E-E!

It's as snappy as a frosty morning. Crammed to the brim with laughs and love. Packed with thrills and punch.

Believe Us, It's a Whangdoodle!

YOU'LL LAUGH RITE 'EARTILY!

at this comedy. You'll scream with delight and gasp with excitement. It will draw laughs from an ex-bartender and raise hair on any head—also goose flesh—nature permitting. If you're skeptical

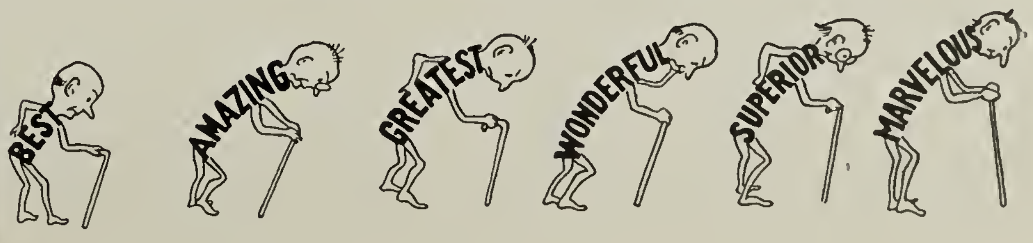
—SEE IT!

YOU'LL FORGET

your income tax, the price of coal and the bills you haven't paid. You'll hang to your seat and yell with delight.

It Hits YOU Where You Live!

Put These Old Boys on the Shelf!



BIG RCA SALE

Washington Buys Units for Institutions

Seattle—In addition to having broken all records for the sale of sound apparatus for theatre installations during the past sixty days, RCA Photophone, Inc., has increased its activities in the non-theatrical field to a marked degree. The largest single order for sound apparatus ever placed by the authorities of a state was received last week by Sydney E. Abel, general sales manager of RCA Photophone, Inc., from the Department of Business Control of the State of Washington. Four complete units of sound reproducing apparatus were ordered for the Washington State Reformatory at Monroe; the Washington State Penitentiary at Walla Walla; the Eastern State Hospital at Medical Lake and the State Training School at Chehalis. F. W. Normand, district manager of RCA Photophone at Seattle, negotiated the contracts with O. L. Olsen, director, and J. A. McKibben, supervisor of institutions.

8 FROM RICHMOUNT

To Make Pictures From Popular Novels

A series of dramas taken from popular detective and secret service novels and magazines, to be known as "The Supreme Eight," will constitute a part of the production schedule of Richmount Pictures, according to D. J. Mountan, president.

The first to be completed is "The Last Ride," to be released April 15. Featured players in "The Last Ride" are Dorothy Revier, Charles Morton, Frank Mayo, Virginia Brown Faire, Tom Santschi and Blackie Whitford. Duke Worne directed. The entire eight have been sold for English distribution to Universal Pictures Corp.

Mae Marsh Returns

Hollywood—Mae Marsh, star of a few years ago in silent films, is to emerge from retirement to play the principal feminine role in "Over the Hill" for Fox. For several years Miss Marsh, now Mrs. Louis Lee Arms, and the mother of three children, has been living in the hills of Flintridge, not far from Pasadena.

Record Bookings

New York—Warners announce that the bookings already received for the Bobby Jones 12 one-reel Vitaphone shorts, "How I Play Golf," have gone into the thousands which means the series will break all records for the number of contracts.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

250 VENEER CHAIRS—5 ply; make offer or trade. Box 502, Concord, Cal. 4-14

300 VENEER CHAIRS—Good condition at 90 cents. John Stewart, Plaza Theatre, Kaufman, Texas. c4-14

TALKING EQUIPMENT — Pacent sound-on-film equipment for sale; complete $500; Pacent sound-on-film and disc combination, $1,000; both guaranteed first-class condition. Terms if desired. Gem Theatre, Cairo, Ill. 4-14

SOUND-ON-FILM—Modern, up-to-date, economical; uses no head amplifiers or batteries; all AC operated. Reproduction equal any on market. Information on request. Public Address Service Co., Dallas, Texas. 4-28

THEATRES FOR SALE

BARGAIN FOR CASH — Good location; sound. Andrew C. Buby, 913 Washington Ave., Braddock, Pa. BR andywine 3264-J. 4-14

SMALL TOWN THEATRE — Fully equipped; talking pictures; good community; population 1,400; rent reasonable; bargain for cash. Reason; other business. Princess Theatre, Eaton, Ind. 4-14

FOR SALE OR LEASE—350-seat house in town of six thousand. Best location. One competitor; big opportunities. Two thousand takes all. Terms. Lyric Theatre, Erwin, Tenn. 4-14

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WANTED TO BUY—Theatre for lease or sale in town of four thousand or over, full particulars in first letter. G. H. Harryman, Augusta, Kas. 4-14

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

PROJECTIONIST — Western Electric cards; any equipment; go anywhere. B-359, Associated Publications. 4-7

ALL REQUIREMENTS that go to make up the successful operation of modern theatre; age 37. Write B-361, Associated Publications. 4-14

SOUND operator wants steady position; experience Western Electric equipment. A. L. Simpkins, 821 Second St., Brookings, S. D. 4-14

THEATRICAL PRINTING

ADVERTISE—1,000 3x8 theatre dodgers, $1; 50 11x14 tack cards, $1.40. King Shopress, Warren, Ill. 4-14

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

Rates Upon Request

ASSOCIATED PUBLICATIONS, Inc.
KANSAS CITY, MO.

for houses with sound equipment
the talking trailer
and
the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

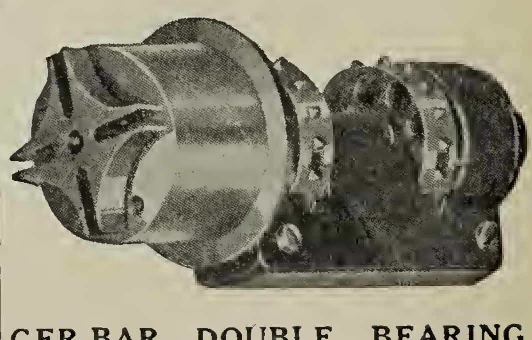
Invisible Changeover
"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.
Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

NAN FILM SAFETY CONTROL

N. A. N. FILM SAFETY CONTROL CO.
Box 207 Johnstown, Penna.



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Skippy

Paramount—88 Min.

Cast: Jackie Cooper, Robert Coogan, Mitzi Green, Jackie Searl, Willard Robertson, Enid Bennett, Donald Haines, Helen Jerome Eddy, Jack Clifford, Guy Oliver. Directed by Norman Taurog.

Following upon the heels of Tom Sawyer, Paramount has come through with another kid picture which is bound to register box-office throughout the country.

The picture is based upon the Percy Crosby cartoon of the same name and can be classed as one of the best kid pictures ever made. A few more like this and the children should be coming back to the theatre in droves. In the opinion of this reviewer Jackie Cooper in the name role gives one of the finest kid characterizations in celluloid history. The story concerns Skippy and his pals, their trials and tribulations and the loss of a dog, taken away from his playmate Sooky because he fails to pay the license fee. Skippy puts on a show in order to raise funds for the release of the dog. His father, the dog catcher, shoots the dog without waiting three days as required by law and Skippy is off the parent for life. The highest point of artistry has been reached in this particular scene. Skippy has all the ear marks of a natural. It's great entertainment for the entire family.—Warren Stokes.

SELLING SEATS: If a newspaper in your town carries the Skippy cartoons, you can rely on co-operation. If Skippy doesn't feature the cartoon page of a local newspaper, announce the fact that Skippy is one of the most beloved of kid comics. Appeal to the grown-up men in your advertising, advising them that they will see themselves again as kids in this picture. Play up Jackie Cooper as one of the principal members of the "Our Gang" comedies. If you put over a good campaign of juvenile appeal on "Tom Sawyer," a similar campaign will also work on "Skippy." Don't advertise it too much as a picture for children. It's good stuff for the adults and go after them as well. Don't forget to play up Mitzi Green and Robert Coogan, Jackie Coogan's brother.

Subway Express

Columbia—68 Min.

Cast: Jack Holt, Aileen Pringle, Fred Kelsey, Allan Roscoe, Aggie Herring. Directed by Fred Newmeyer.

Excellent picturization of the popular stage play which ran two years in New York. It is a murder mystery with all the action taking place in a New York subway and rates as good entertainment with bits of comedy here and there.

Jack Holt, as a police inspector, solves a complicated murder mystery of a man killed in the subway. The story is cleverly handled and there is good dialogue. The picture should generally please the fans who do not expect too much —that is, crashes and dare-devil stunts as the title might indicate. —Jesse.

SELLING SEATS: Play up Jack Holt and advertise the fact that the stage play ran two years on Broadway and is classed as one of the greatest murder mysteries of its type. Tie-up with your local newspaper by offering a prize for the best solution of the murder mystery.

Gentleman's Fate

M-G-M—94 Min.

Cast: John Gilbert, Louis Wolheim, Leila Hyams, Anita Page, Marie Prevost, John Miljan, George Cooper, Ferike Boros, Ralph Ince, Frank Reicher, Paul Porcasi, Ten Holtz. Directed by Mervyn Le Roy.

At last they have produced a masculine voice for John Gilbert and have given him a he-man role. The title can be taken in a prophetic sense to apply to the star as we'd say he's fated for a successful career in the talkies.

While Gilbert is exceptionally good he is forced to relinquish first honors to the late Louis Wolheim, who does his last picture-stealing in this film.

Gilbert, believing himself to be an orphan, is raised in luxury and when he becomes betrothed to a society girl discovers that his father is dying, the victim of a rival bootlegger's hi-jacking. Wolheim, as the brother, forces him into the racket by making him take the rap for a stolen necklace he has given his fiancee. Released from jail he joins the gang, becoming a full-fledged racketeer and a marked man when he kills a hi-jacker to save his brother's life.

He stages a swell fist fight with Wolheim in an attempt to quit the racket, exhibiting a lusty pugnacity that wins admiration from the tough brother. He is finally shot by rival gangsters and dies a lingering death with the brother promising to go straight. Excellent supporting cast makes this fine entertainment.—Southwell.

SELLING SEATS: Gilbert has been criticised for a poor voice. But in this picture he surprises everybody with a very satisfactory voice and if your fans still believe his speech is poor, concentrate your campaign on the improvement. Louis Wolheim makes one of his last appearances in this one, which should be included in the billing. Campaigns on other racketeer pictures may be used successfully on this picture. If "Little Caesar" made money for you, play up the fact Mervyn Le Roy, who directed that picture, also directed "Gentleman's Fate."

Woman Hungry

First National—67 Minutes

Cast: Sidney Blackmer, Lila Lee, Raymond Hatton, Fred Kohler, Kenneth Thompson, David Newell, Olive Tell, J. Farrell MacDonald, Tom Dugan, Blanche Frederick. Directed by Clarence Badger.

This picture is in Technicolor and from the title one might get the impression it is a sophisticated drawing-room narrative. However, it is based on "The Great Divide," which has been made in silent form several times. It is a western although hard to believe, judging from the title. There is a considerable comedy relief and some very fine acting by Sidney Blackmer, the male lead. Lila Lee is satisfactory as the feminine support.

The story tells of how Blackmer saves the girl from his two tough companions, on the promise that she will marry him if he will save her. He makes good his promise and she carries out her end of the bargain, although she does not love him. And it is up to Blackmer to win her love.

The settings are good and the story runs smoothly and convincingly. "Woman Hungry" has considerable merit.—S. F. D.

SELLING SEATS: Play up the title to the older folks and get the idea over that it is a western to the younger folks. Play up the fine scenery and the fame of the play. First National has a good press sheet on this picture, containing some good suggestions. Use the press book.

The Devil's Cabaret

M-G-M—17 Minutes

Here is an excellent short if it doesn't offend those who look too seriously upon Heaven and Hell. Eddie Buzzell is featured and a fine dancing chorus is displayed to good advantage. The idea of the whole thing is this: Eddie, as a representative of Satan, is sent to earth to get more patrons for Hell, Satan declaring that Heaven is getting too much of the earthly trade. Buzzell brings down quite a party to Hades and gives everybody a big time. Finally, Eddie tells the crowd that the men will retire in the men's quarters and the women will go to the women's ward. One of the girls objects to being separated from the men, but Eddie explains that that is the Hell of it. Short made in Technicolor and well done.—Steen.

Hot Wires

Pathe—20 Minutes

A comedy that had possibilities but something went haywire, either in the writing or the direction. Daphne Pollard works hard to get in the laughs but many of the gags and situations fall flat. She takes the part of the new cook in a bootlegger's home, coming to the job after the man had shot another cook for serving poor food. A few comical situations but it failed to get much of a rating with a reviewing audience. —G.

Read

THE BAROMETER

And Send in
Your Reports
to This New
Department.

THE LAST WORD

SEX-HAUSTED

A SAGE once said, "Any virtue carried to excess soon becomes a vice." That statement seems to well fit the trend of pictures and the advertising that some have been using to sell them in recent months, if we may be excused for inferring that such a trend is even closely related to being a virtue. The sex theme has been overplayed. It has been carried to excess and its overdoing, if not stopped, is going to have a startlingly bad effect on the industry.

Censorship has been openly invited by some of the so-called sophistication that has cropped out in dialogue and spoiled, rather than helped many an otherwise fine picture. A current instance is in the case of "Strangers May Kiss." Here is a vehicle that is finely acted and directed and excellently produced. It has a sex theme but it is delicately handled in a manner that is not offensive, yet it is purely adult entertainment. But two lines of dialogue that were totally unnecessary blemish all the fineness of this production and invite the condemnation of those people who have been advocating screen censorship and looking for just such open causes for their action.

It may be true that we have the freedom of speech in this country and that may apply to dialogue in motion pictures. But motion pictures have not yet been so liberated as a whole that they cannot carry the liberty of speech too far in their dialogue.

One of the lines we refer to is, "She will teach you what to do to arouse a man." The other, not quite so bad, because it was spoken in more or less jest, but bad, nevertheless, was, "You are the object of my passion." Here is probably the case of a thing being done so much, because it was thought to be box-office, that, like a habit, it is done even where it is uncalled for. The picture has plenty of attributes to sell it to the public without degrading it.

During the present legislative sessions throughout the country more censorship bills have come up than ever before. Even local censorship has been sought in large cities where state censorship measures have failed. The industry can't go on saying that it doesn't need censoring and continue to present objectionable plots, scenes and dialogue. The public has thought that the cycle of this "modern" trend had reached its end, but, if it hasn't, they'll bring that end about themselves.

Producers have made a lot of pretty statements about the need for family trade, but they haven't backed them up with pictures that invite it. The thousands of neighborhood and small-town theatres, where family patronage counts heavily, are especially affected by pictures with a class appeal that does not include parents and their children. Even in ultra-sophisticated New York it's this type of play that has brought about advocation of censorship for the stage. We think the public is fed up with "life as it is in all its natural drabness."

A change to the cleaner romantic type of production, that was the very foundation of the motion picture's success, would be a healthy change.

Ben Shlyen

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

Increase Attendance

With the Tried and Proven

Scooter-Nite

Wins Kids on Sight!

Full Description of $3 Retail Value 3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for on of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 2-3 Cents Per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The

Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) ________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ______________________________ by______________________Mgr.

Town ________________________________ State ______________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.____________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

Vocalite
Sound Screen
The Perfect Screen for Eye and Ear

An audience spends from two to three hours time looking at the Screen

The New
Super-Lite
PERFORATED
Sound Screen

The most important thing in a theatre is that spot on which all eyes are focused—the Screen

Perfect Light

Better Sound

Third Dimension

THESE are days when every penny counts. Buy carefully. Know what you buy. Consider Name and Reputation as well as price.

Cheap screens of unknown value are not the bargain they seem. You risk loss of your money . . . poor light . . . distorted sound . . . dissatisfied patrons . . .

Vocalite and Superlite Sound Screens have reputations of long standing . . . To thousands of exhibitors all over the world the names of Vocalite and Superlite have come to mean: Quality, Perfect Light, Natural Sound, Honest Value.

Sold by all good Dealers all over the World . . .

Easy, Convenient, Time Payments if you so desire . . .

BEADED
SCREEN CORP.
ROOSEVELT, NEW YORK

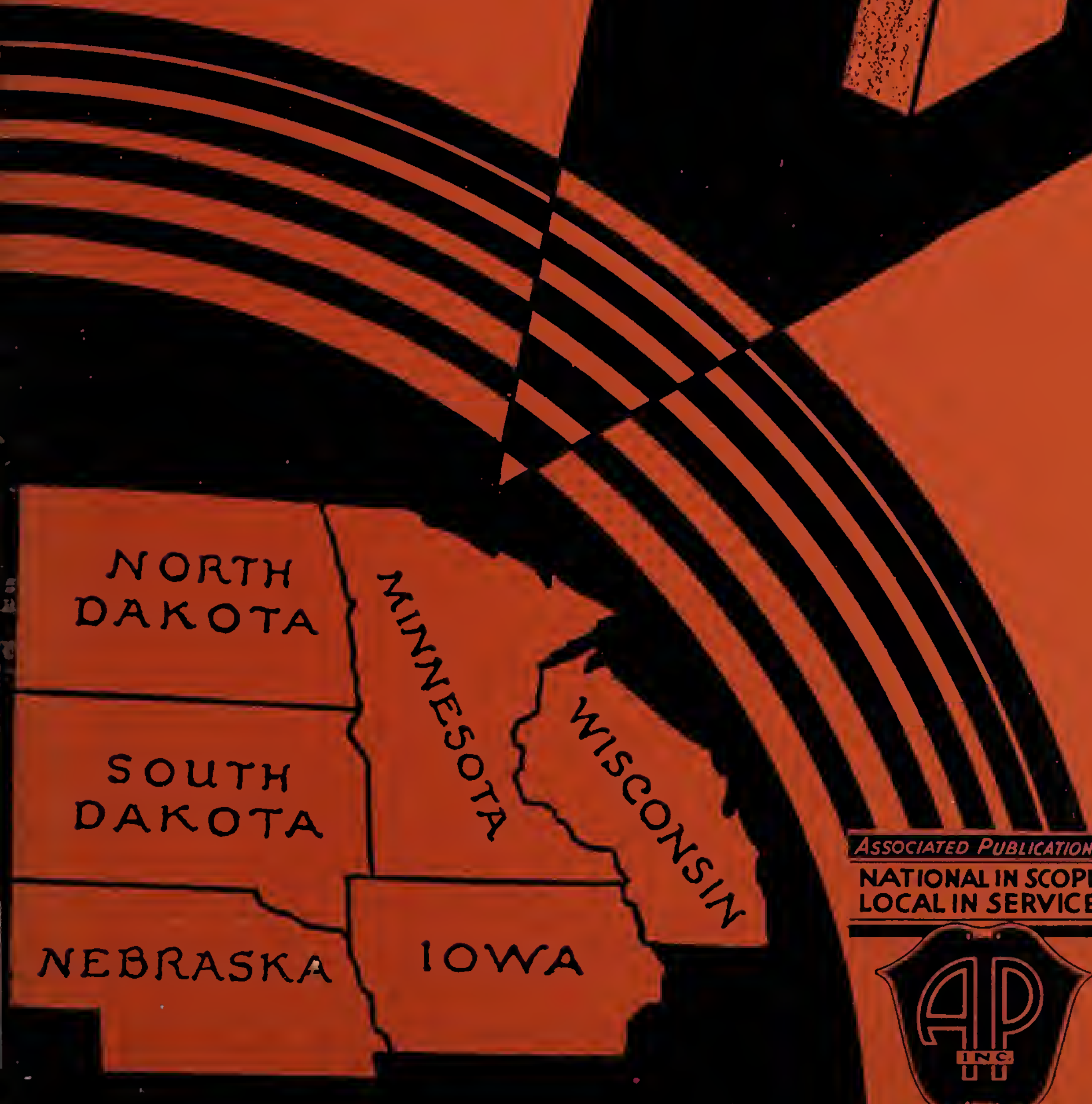
Makers of Motion Picture Screens

Executive Offices
47 W. 24th Street
New York

Write for "Interesting Screen Facts"

APRIL 21, 1931
VOLUME XI NUMBER 22

MOVIE AGE


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

HOTELS AND CHURCHES OFFERING NEW THEATRE COMPETITION

POSTPONE NEBRASKA CENSORSHIP BILL INDEFINITELY

NORTHERN THEATRE SUPPLY CO. TO DISTRIBUTE UNIVERSAL SOUND SYSTEM

WE GRATEFULLY ACKNOWLEDGE

These Letters of Compliment on Our New "Dress"

Based upon a long experience as a magazine and newspaper editor and having been identified with the motion picture industry in publicity and advertising capacities for the past several years, I believe I have acquired sufficient knowledge to pass judgment upon the quality of a medium designed and compiled for circulation among those who are interested in the production, distribution and exhibition of present day screen fare.

Assuming the prerogative thus established, I hasten to felicitate you upon the splendid piece of work you have done in connection with the changes made in your group of magazines, copies of which have reached my office today. Artistically, and I am thinking of the bright, new covers, the several magazines are exceedingly attractive. Editorially and typographically, I note much improvement. Your plan to devote more attention to regional news is commendable.

As a firm believer in the value of regional publications, having had their value demonstrated, I congratulate you and the members of your organization upon the change you have brought about in Associated Publications. Such noteworthy improvement merits unstinted praise and I bespeak for you the success to which you surely are entitled.

G. K. RUDULPH,
RCA Photophone, Inc.

The new covers certainly dress up the Associated Publications and make them very attractive indeed. They should stand out in any group of magazines.

W. RAY JOHNSTON,
President, Monogram Pictures Corp.

We think the change is a very noticeable one for the better which no doubt will bring results and we trust you might be more successful than ever.

SAM E. MORRIS,
Vice-Pres., Warner Bros. Pictures.

I hope you will accept our sincere compliments on a very fine job. We of Radio Pictures have always considered your group especially noteworthy.

DON EDDY,
RKO Studios, Inc.

I have had an opportunity of seeing your decidedly "dressed up" issues. This is certainly a great improvement.

W. E. GREEN,
President, National Theatre Supply Co.

May I congratulate you on the new style you have adopted for your publications. The covers look alive, modern and in keeping with the editorial matter and general contents of the publications themselves.

GEORGE R. BILSON,
Warner Bros. Pictures.

Got a load of your new regionals and want to congratulate you on the snappy sheets. The inside pages are very lively and your front opening pages are very smart. Keep hitting 'em on the nose!

SAM WARSHAWSKY,
RKO Distributing Corp.

Your publications have always been bright and interesting and recent changes somewhat enhance their exterior appearance.

E. G. BENTLEY,
American Seating Company.

I like your new spring dress immensely and I hope it will never fade. I'm sure it won't.

P. D. COCHRANE,
Universal Pictures Corp.

I want to compliment you on the appearance of your new issues. They are 100% better looking and have much more life than before.

DON M. MERSEREAU
The Film Daily.

What! You mean to say I have been reading your ten publications every week and have not discovered they have a new face of type? The Associated Publications always looked keen and inviting to me.

FRANK J. WILSTACH,
M. P. Producers and Distrs., Inc.

Many thanks for the set of April 7th issues, remodeled and retitled. I think your idea of localizing the headline is an excellent one. That, combined with the greater amount of local news, strikes me as being of considerable interest to showmen in each of the various territories. So far as I can see your entire redecoration plan is a tremendous improvement and I feel that by the time you receive this the result will already have been noticeable to you.

ARCH REEVE,
Paramount-Publix Corporation.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
5th and Nicolett
MINNEAPOLIS, MINN.

New Competition Looms

Nebraska's Censor Bill is Shelved

Committee Recommends Indefinite Postponement of Measure; Women in Public Hearing.

Lincoln, Neb.—After more than two months of conferences and discussions by the committee on cities and towns, Nebraska's censorship bill has been recommended for indefinite postponement.

Two hundred women, representing welfare and church groups, appeared at a public hearing on the proposed bill. A meeting scheduled for film men to voice their opinions was cancelled.

Universal Sound

System Distributed Here by Northern Theatre Supply Company; New Model.

Northern Theatre Supply Co., 19 Glenwood avenue, Minneapolis, has been appointed exclusive distributor of Universal sound-on-film in the territory and is get-

(Continued on page 4)

GOV. ON SCREEN

La Follette to Make a Vitaphone Debut

Milwaukee—Governor Philip F. La Follette of Wisconsin will go to New York within the next two or three weeks for the purpose of making a Vitaphone picture at the Warner Bros.' Vitaphone studio in Brooklyn. In this picture Governor La Follette will make a speech which will later be reproduced in connection with the coming opening of the new Warner Theatre in Milwaukee. The theatre will open for the first time during the first week in May. Governor La Follette has promised to be present on that occasion, and as a member of the audience he will see and hear himself on the screen. This is believed to be the first time that the governor of a state has made a trip halfway across the continent in order to appear in a motion picture.

MECHANIC'S LIEN

Madison Theatre is Taken Over

Madison Wis. — The Eastwood Theatre, local neighborhood house, has been taken over under foreclosure of a mechanic's lien. The theatre, which has been closed for redecoration, is expected to reopen within ten days under new management. Paul Norris has been manager of the theatre for the past several months.

Pictures in Churches

By M. E. CUFFEL, Editor

THE inauguration of talkies as part of the regular Sunday night church services of a Minneapolis house of worship is a development which should receive the consideration of every motion picture interest.

Here is a potential source of competition which eventually may prove as hurtful to theatres as the free shows of the small towns which have been combatted vigorously the past several years. The possible dangers from this new form of opposition should not be disregarded.

Supposing that a large number of the more important churches should be similarly wired and should offer talkies as a part of their regular Sunday night services. It is conceivable that, under such circumstances, patronage at the showhouses might be seriously affected. When it is borne in mind that Sunday nights provide the main revenue for many showhouses the matter takes on an even greater importance.

The whole problem will resolve itself into the type of film which distributors will make available for the Minneapolis and other churches. If releases are restricted to "educationals," including travel and hunt pictures, we do not believe any great amount of harm will be done. Few prospective theatre customers will be lured away from the

(Continued on page 8)

Two Hotels and Church Install Sound Equipment and Offer Picture Programs.

With two hotels and one church in the Twin Cities already wired for sound pictures, non-theatrical competition looms as a bugaboo for the film showhouses. The situation, however, is not disturbing W. A. Steffes, general manager for the Northwest unit of Allied States, who does not fear any threat from these quarters.

The Nicollet hotel, Minneapolis, and Lowry hotel, St. Paul, recently installed sound equipment. Church of the Redeemer, one of the largest and most important Minneapolis loop houses of worship, followed quickly in their footsteps. What is more, it offered its first talkies last Sunday night.

Church of the Redeemer is said to be the first church in the United States to install sound equipment. It is Universalist in denomination and comprises many wealthy and prominent parishioners. For several years the church has been showing silent pictures as part of its Sunday night services.

The first talkie to be offered at Church of the Redeemer was "Tiger Hunting in India." It attracted more than 300 people and will be repeated next Sunday. Other talking pictures, mostly hunting and travel subjects, will follow, the plan being to include a talkie every Sunday night as part of the regular services.

"Talking pictures will take the place of travel lectures," says the Rev. Marion D. Shutter, pastor of the church. "They furnish a legitimate source of entertainment and instruction and encourage attendance.

"I do not believe talking pictures ever will supplant sermons. You cannot mechanize everything. We are the first in the country to

(Continued on page 8)

"Subway Express" Good at Orpheum; Others do Fair

Minneapolis (week ending Apr. 21)—There were no particularly outstanding pictures the past week, but the general average was fairly high. Business was somewhat slow at all the houses except the Minnesota and RKO Orpheum.

Duke Ellington and his band, a stage attraction, drew throngs to the Minnesota. At the RK0 Orpheum "Subway Express" pulled a lot of customers.

In her local screen debut, Elissa Landi, in "Body and Soul," made a fine impression at the State where business was fair.

Aster—**Men Call It Love** (M-G-M), Adolph Menjou and Leila Hyams. **Business:** Light. **Summary:** A racy and sophisticated comedy of a young wife who attempts to play at the same game as her unfaithful husband; adult entertainment. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; "Our Gang" comedy and serial.

Grand — **Vi Tva** (All-Swedish), talker which pleased. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Lyric—**The Seas Beneath** (Fox), George O'Brien. **Business:** Fair. **Summary:** A melodrama of the high seas with plenty of action. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, Sennett comedy, screen vaudeville.

RKO Orpheum — **Subway Express** (Columbia), Jack Holt. **Business:** Good. **Summary:** A thrilling murder mystery drama with a New York subway train for its unusual setting. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, Sound news, golf reel.

Minnesota—**Man of the World** (Paramount), William Powell. **Business:** Good. **Summary:** Finished acting by Powell in this love drama of a man sought by many women, but spurned by the woman he sought. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show, sound news.

RKO Seventh Street—**Painted Desert** (Pathe), William Boyd and Helen Twelvetrees. **Business:** Light. **Summary:** An interesting drama of the early mining days in the far west. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

MILWAUKEE

(Week Ending Aphil 8)

Alhambra—**Bad Sister** (Universal), Sidney Fox and Bette Davis. **Business:** Good. **Summary:** "Bad Sister" from Booth Tarkington's "The Flirt" is a first-rate picture. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal News Reel; Comedy.

Garden—**Illicit** (Warner Bros.), Barbara Stanwyck and James Rennie. **Business:** Fair. (Ended second week.) **Entertainment Merits:** 85 per cent. **Short Subjects:** Newsreel; Comedy.

Majestic—**June Moon** (Para.), Jack Oakie and June MacCloy. **Business:** Fair: **Summary:** "June Moon" takes Oakie as the disillusioned boob into the environment of Tin Pan Alley. The acting and general atmosphere of the picture is okay. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Palace — **Ten Cents a Dance** (Columbia), Barbara Stanwyck and Ricardo Cortez. **Business:** Fair. **Summary:** Somewhat of a take-off from "Honor Among Lovers." **Entertainment Merits:** 80 per cnt . **Short Subjects:** Comedy; Newsreel.

Riverside — **The Last Parade** (Columbia), Jack Holt and Tom Moore. **Business:** Good. **Summary:** Another gangster picture with a modified version of the Lingle killing wocen into the plot. **Entertainment Merits:** 80 per cent. **Short Subjects:** Eight acts RKO Vaudeville; Pathe News.

Strand — **Rango** (Paramount). **Business:** Fair. **Summary:** An authentic film of the everyday life of hunters in the dense Malay jungles. **Entertainment Merits:** 95 per cent. **Short Subjects:** Fox Movietone News; Comedy.

Wisconsin — **Unfaithful** (Paramount), Ruth Chatterton and Paul Lukas. **Business:** Good. **Summary:** A picture based upon high society's lack of morals with an excellent cast and good camera work. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News; "Stolen Jools"; Easter Kiddie Show.

Photophone Busy

RCA Photophone in Minneapolis is busy with new installations. The Star Theatre, Duluth, opened April 19 with Photophone sound equipment. Emil Nelson is manager. Ells Larson of the Cokato, Minn., theatre, also has installed new RCA Photophone equipment following acoustical treatment of the walls and ceiling.

Adverse Measure in Wisconsin Assembly

Milwaukee, Wis. — Although Wisconsin theatre operators have not been endangered by any adverse theatre legislation since the opening of the legislature, several bills have been introduced into the state assembly within the past week, which, if they become laws, will add to the exhibitors' difficulties.

The one bill seeks to regulate motion picture machine operators and would make it illegal for one projectionist to operate more than one machine in a theatre. The bill further provides that the projectionist must be at least 21 years of age.

Another bill which has been introduced into the assembly would place a 4 per cent tax upon the gross receipts o feach theatre in the state. The proceeds from this tax would go to the common school fund of the state. This bill also provides for an annual five-dollar license fee to be paid by theatres.

Penalty for violation of the law ranges from a fine of from $100 to $300 or a six-months' jail sentence. Second or snbsequent offenders would suffer repeal of the license one year. Shows staged by religious or charitable organizations would not be included under the provision of this bill.

Universal Sound

(Continued from page 3)

ting exceptionally fine results with a new deluxe model.

Universal has incorporated into the deluxe model a new type of optical system with an optical slit. This gets many times more light to the photocell than has been accomplished hitherto, it is claimed by S. J. Segal, general manager for the Northern Theatre Supply Co. The range of the equipment has been increased in an electrical way so that the lowest known tone as well as the highest can be distinctly reproduced and heard.

"Universal has developed a marvelous system of proper filtering out of all mechanical noises, a new corrected exciter lamp mount using wiping contacts; new cushion photocell mount, and a new non-microphonic head amplifier that is mounted on a unit on the film head itself," says Mr. Segal. "Electrically, every unit is perfectly matched in order to get fidelity and a quality of reproduction unheard of heretofore."

Mr. Segal says that Universal regards MOVIE AGE as an outstanding regional trade paper in the territory. He has a high opinion of it as an advertising medium.

"We feel that MOVIE AGE covers the field either 'like a snowstorm in the winter or a shower in the summer,' to quote our friend, Jay Se Jenkins."

ACTION POPULAR

N. W. Likes Melodramas, Tom Burke Says

Northwest exhibitors want good action melodramas because their public is demanding this sort of talkie entertainment, Tom Burke, Minneapolis exchange manager for Tiffany, finds.

Among the new Tiffany product are three melodramas said to be crammed full of thrills and action. They are "Drums of Jeopardy," "Hell Bound," and "The Single Sin," and they are selling like hot cakes in the territory, according to Burke.

"The reception accorded to these three splendid pictures in the territory leaves nothing to be desired," says Mr. Burke. "Our business is far ahead of the corresponding period a year ago."

Kelly Recovering

J. H. Kelly, salesman for National Theatres' Supply Co., is recovering from the effects of an appendicitis operation. He expects to be back on the job shortly.

Paramount's Program

REAL ADVENTURES

Paramount News to Record Them

Atlantic City—Two special adventures of unprecedented nature, over the land and under the sea, will be exclusively recorded by Paramount Sound News in th near future, according to an announcement made by Emanuel Cohen, head of the Paramount News Reel organization, before the twentieth jubilee convention of Paramount at the Hotel Ambassador here.

These exploits are respectively the venture of Sir Hubert Wilkins, noted polar explorer to the North Pole in the submarine Nautilus—an achievement never before tried in the varied flights of Arctic history—and a solo flight by Ruth Nichols, noted woman flier of today, who will take off by herself in an attempt to span the ocean by air to Europe, marking the first time that a woman dared alone to duplicate the pioneering feat of Colonel Charles A. Lindbergh.

"Family Films"

New York—John R. Freuler, president of Big 4 Film Corporation, for many years an ardent advocate of "family films," says: "Only that picture, that play or that book which is of such a nature that the whole family may consume it generally and unqualifiedly, is truly successful. And the picture, play or book which meets these requirements generously must attain fulfillment!"

Ben Lyon Cast

Hollywood—Ben Lyon will be Constance Bennett's leading man in "Virtue's Clothes," the picture in which she will first be starred by Warner Bros. under her new long-term contract with the company. "Virtue's Clothes" is an adaptation of the novel, "Jackdaws Strut," by Harriet Henry. Archie Mayo will direct. The adaptation is by Charles Kenyon and Raymond Griffith.

Paramount's twentieth anniversary program of pictures, backed by two decades of production experience and the vast resources of three great studios in Hollywood, New York and Paris, presents the strongest line-up of productions in the history of the company, it was declard at the sales convention here last week.

A wider variety than ever before is comprised in the new schedule of feature pictures.

In addition to the features, further scope will be given to the programs of the leading theatres throughout the country through the presentation of a list of Paramount short subjects consisting of 104 issues of the sound news, 100 one-reelers and 32 two-reelers.

Among the productions will be: "Strangers and Lovers," "A Farewell to Arms," "No One Man," "Twenty-four Hours," "Morals and Marriage," "The Man I Killed," "Dr. Jekyll and Mr. Hyde," with Frederic March. "Step-daughters of War" with Ruth Chatterton, Marlene Dietrich in two pictures.

Three Maurice Chevalier pictures, including "The Smiling Lieutenant." "Love Me Tonight," "Girls About Town," with Paul Lukas. "Monkey Business," with the Marx Brothers. "Secrets of a Secretary," with Claudette Colbert, "An American Tragedy," "Shop Girl," "Rose of the Rancho" with Dolores del Rio. "Silence," "Strange Guest" with Paul Lukas. "Roundup," "This Is New York," "The Daughter of the Dragon," "The Marines Have Landed," with Buddy Rogers. "Tomorrow and Tomorrow."

"Wild Beauty" and "Personal Maid," with Nancy Carroll.

Tallulah Bankhead in three picturs, first of which is "China."

"Murder by the Clock," "Huckelberry Finn," "Sooky," Harold Lloyd in one picture. "Tom Sawyer, Detective." "Manhandled," with Clara Bow. "Evenings for Sale," with Paul Lukas. "Graft" with Gary Cooper. "Mr. Noodle," with Jack Oakie and Skeets Gallagher.

George Bancroft in three pictures, the first of which will be "Rich Man's Folly."

"Help Wanted," "Cheated," 'Caught," "Uncertain Women," with Claudette Colbert. "Tabu," "Imperial Palace," "Lives of a Bengal Lancer," "The Kaiser's Coolie."

RKO Pathe Production to be Based on Timely Value

RKO-Pathe to Feature Stars in Stories of Timely Value; Also Making Big Group of Shorts.

Chicago—The first annual convention of RKO Pathe which closed in Chicago Wednesday developed a new system of motion picture production. Instead of plotting a schedule a year in advance RKO-Pathe is presenting each of its notable stars in a series of 21 pictures, but the stories are to be selected on the basis of their timely value. In other words, each star is to be bright-lighted in a group of features, each one to be chosen on the strength of its appeal at the particular moment of production.

Responsibility for the foregoing announcement rests with Ned E. Depinet, vice-president and general sales manager.

To Follow Public Taste

Constance Bennett, whose current feature is "Born To Love," will be starred next in "The Common Law." During the next year she will make three other pictures for RKO-Pahe, each of them to be selected or written particularly for her.

"The public taste changes so swiftly in these modern days that we believe it is policy to base our production upon it," said Mr. Depinet. "We believe it is common sense to turn out pictures that are in tune with the age."

Ina Claire is starring in "Rebound" and will be in several other feature pictures. In her supporting cast are Robert Ames, Myrna Loy, Robert Williams, Hedda Hopper and Hale Hamilton. Edward H. Griffith directed. The story is based on the Arthur Hopkins stage success by Donald Ogden Stewart.

Helen Twelvetrees, whose recent marriage made first page copy, will star first on the new schedule in "A Woman of Experience." In the supporting cast she will have Billy Bakewell, Lew Cody, H. B. Warner, Zasu Pitts, Franklin Pangburn, Nance O'Neil, George Fawcett and Edward Earle. Harry Joe Brown directed.

Bill Boyd's first starring vehicle will be titled "Suicide Fleet," from an original story by Lew Lipton. He will make at least four other starring features during the year.

Ann Harding is to be starred first this year in "Devotion," based on the novel, "A Little House in the Temple" by Pamela Wynne.

In addition to the foregoing features, RKO-Pathe will produce others starring Eddie Quillan and James Gleason. Quillan will appear first in "Whoop-Te-Do Kid." His supporting cast will include Jimmy Geason, Marion Nixon and other well known players. Al Rogell will direct.

New Series of Shorts

Over and above the feature program RKO-Pathe will produce the regular quota of comedies, Van Buren specials and 104 issues of Pathe News. Also there will be six novel short subject comedies to be produced by a group of the most famous stars in Hollywood on the RKO-Pathe schedule this year. This series will be known as the Masquers, and will be produced by the Masquers Club of Hollywood.

The first of the series is titled "Stout Hearts and Willing Hands." A partial list of the cast includes Frank Fay, Laura La Plante, Jack Holt, Lew Cody, Tom Owen and Matt Moore, Mal St. Clair, Chester Conklin, Clyde Cook, Ford Sterling, Alexander Francis, Glenn Tryon, Franklin Pangborn, Hallam Cooley, Frank McHugh, Mack Swain, Mary Carr, Mathew Betz, Maurice Black and Earle Fox.

To Attract Family Trade

Announcement by Lee Marcus, president of RKO Pathe and Ned E. Depinet, general sales manaegr, states that a series of six western pictures has been scheduled for production this year in addition to the major program.

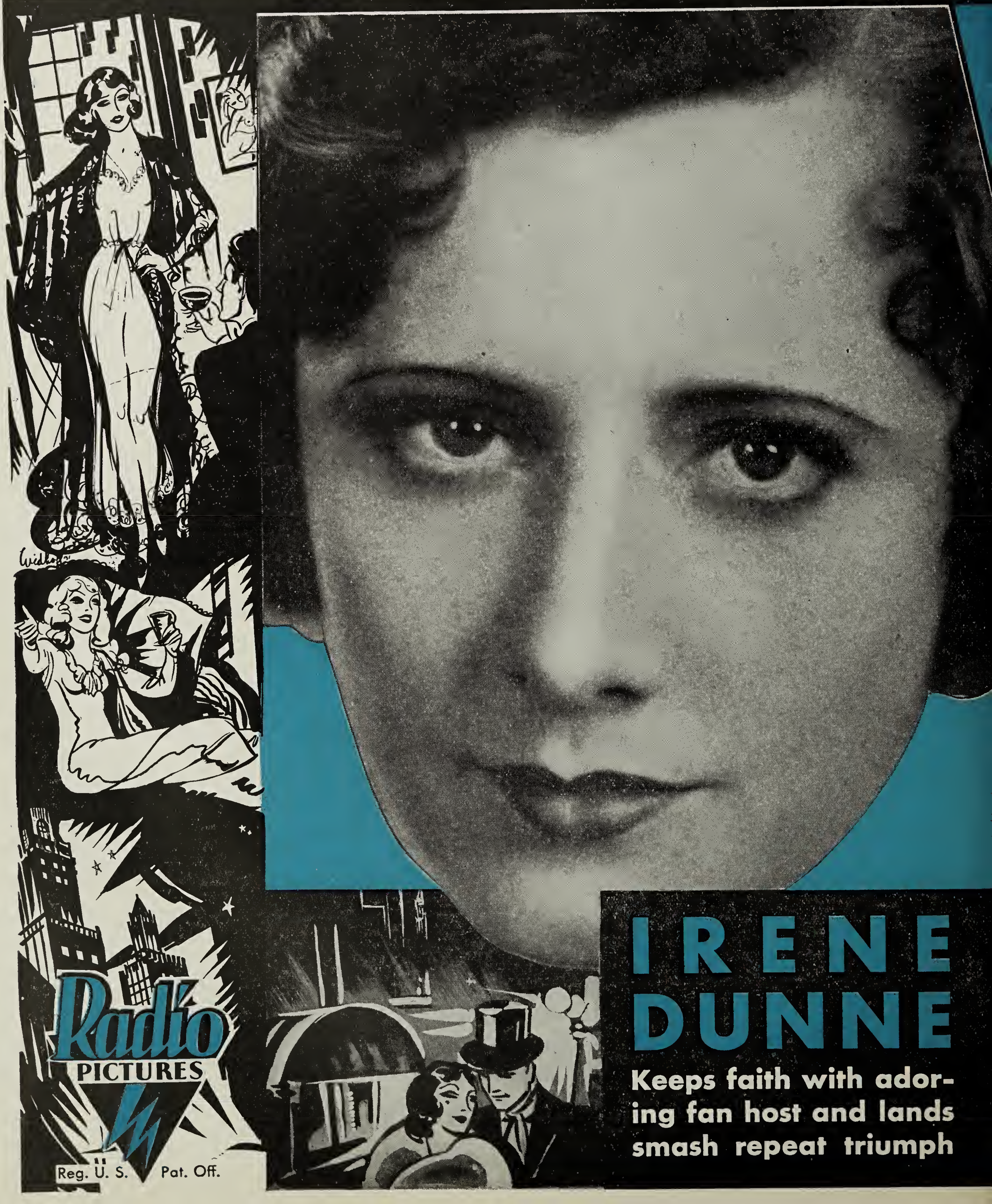
"These pictures," Mr. Depinet said, "will be designed to appeal to the entire family and to regain for the exhibitors patronage of the younger generation. They will appeal to all classes. While they will present the story of the West when it was 'wild and wooly' they will carry the elements of romance and adventure which appeal to all types and all ages."

Another outstanding feature of the schedule will be a series of thirteen pictures starring Floyd Gibbons, noted war correspondent, radio announcer and author. This series will be produced by A. P. Waxman, advertising counsel for R K O Pathe, collaborating with Michael Mindlin, pioneer of the art theatre movement in the United States.

Big Schedule of Comedies

The short subject material during the year will include 26 Aesop's Fables, 26 Grantland Rice Sportlights and 13 Vagabond Adventures. Pathe News will turn out 104, releasing on Wednesdays and Saurdays of each week. The schedule includes 42 feature comedies, 6 with James Gleason; 6 with Benny Rubin; 6 with Frank McHugh; 6 Gold-Diggers; 6 Cuckoo Cops, 6 Manhattans and 6 Traveling Salesman's.

OVERNIGHT AN IDOL .



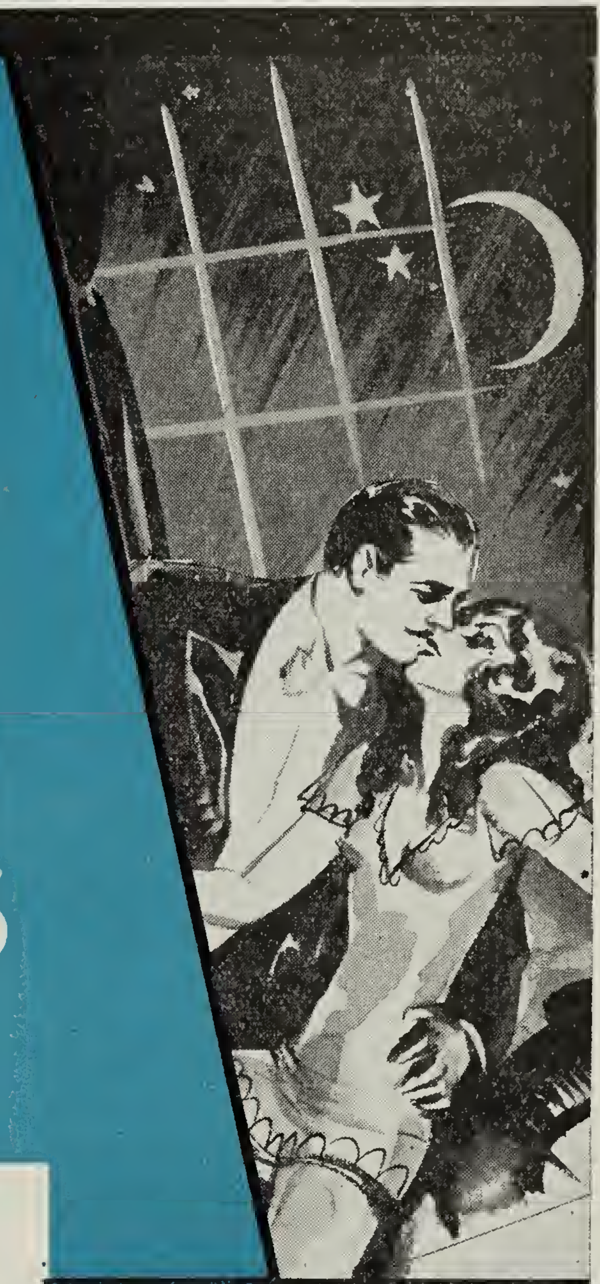
IRENE DUNNE

Keeps faith with adoring fan host and lands smash repeat triumph

Radio PICTURES

Reg. U. S. Pat. Off.

..SHE TROUPES AGAIN



Acclaim of amazed multitudes who thrilled, wept, and gave their hearts to her 'Sabra' of 'Cimarron,' sweeps Irene Dunne into top flight of stardom... Millions are asking "Where did she come from?"... "When will we see her again?"... Here's when...and here's how!...

LOWELL SHERMAN'S

Gay Sensation

Bachelor APARTMENT

Radio Pictures turns sensation into cold cash with a co-starring laugh smash that will send Irene Dunne stock soaring into the dizzy blue...

Competition Looms

(Continued from page 3)

incorporate voice with church pictures. It is impossible to say how soon other churches will follow our example."

Mr. Steffes says he is not worried about this new type of opposition because he feels that churches and hotels will be unable to obtain in the sort of pictures which would bring them into serious conflict with the regular theatres. He admits that even the showing of so-called sound educationals may have the effect, however, of drawing into the churches some of the people who otherwise might patronize the theatres on Sunday nights.

The matter of this non-theatrical competition from wired hotels, etc., came before the recent Minneapolis convention of Allied States. At that time Mr. Steffes spoke in opposition to any resoluion protesting against sound installations in buildings other than theatres. He expressed the view that hotels and churches would have difficulty in obtaining picures because it was unlikely that the exchanges would do anything to hurt the theatres and cut down their sources of revenue from the showhouses when the amount o be realized by selling to theatres and churches would be comparatively small.

Pictures in Churches

(Continued from page 3)

showhouses and into the churches by such attractions. The showing of pictures of this nature even may benefit the theatres in the long run by making additional talkie fans.

We hardly can believe that distributors will do anything to the detriment of their chief customers and mainstays, the exhibitor, in supplying films for churches and other non-theatrical customers whose contributions to their revenues would be comparatively infinitesimal. They realize only too well that if they hurt the theatres they hurt themselves.

NEW OMAHA FIRM

Midwest Establishes Another Branch

Omaha — A new independent film exchange is planned to open in Omaha May 1 to serve the Omaha and Des Moines territory, it is announced.

The new company will be a branch of the Midwest Film Distributors, Inc., of Kansas City, Mo. C. M. Parkhurst, who has been connected with the Midwest organization in Kansas City for the past three years, will be in charge of the Omaha exchange. "Parky," as he is more intimately known, is a likeable personality.

The Midwest company has for a long time held an enviable reputation among the independents in the Kansas City territory. Under the leadership of C. A. Schultz, its president, Midwest has been successful in creating good will among the territorial exhibitors. The organization was originally known as the A. H. Blank Enterprises. The company handles a varied line of product, both shorts and features. The various companies' product handled are Continental, Syndicate, Big 4, Fitzpatrick and Mascot. The Omaha exchange will carry the same lineup of product, it was reported.

Midwest was recently affiliated with the Monogram Pictures Corp., newly formed organization of independent companies from coast to coast.

METRO OPENS

Uptown Premiere Was April 17 Here

The New Metro Theatre, a Minneapolis uptown house, of which Joe Charon is manager, was opened to the public April 17. National Theatre Supply Co. outfitted the theatre. The sound equipment is Ultraphone.

Fox Supervisor

Madison, Wis. — Charles Loewenberg, manager of Fox's State Theatre here for the past five months, has been named state supervisor for Fox Midwesco Theatres in Wisconsin. Mr. Loewenberg is an experienced showman and was connected with Universal for eleven years before joining Fox in Madison. His successor has not yet been namd.

Sundays Lose

Pelican Rapids, Minn.— There'll be no Sunday movies here. The proposal for the Sabbath day shows was defeated by the slim margin of 17 votes at the referendum election. The vote was 292 to 275.

INTRODUCING

The Latest **Syncrotone Sound-On-Film System**

WHICH INCORPORATES THE NEW IMPROVED NATIONALLY KNOWN

SEES ALL—PLAYS ALL

UNIVERSAL SOUND HEAD

LICENSED BY DeFOREST RADIO AND JENKINS TELEVISION CORP.

Thousands in Use

This is a proven equipment. The best evidence is the thousands of installations in daily operation in theatres all over the country.

Not Cheapest

but Better at Lower Cost.

UNIVERSAL is not an assembled product. The equipment is designed, manufactured, balanced and tested to give you tone realism which will bring patrons to your theatre and keep them coming.

Write, Wire or
Phone Us Today.
Geneva 3980.

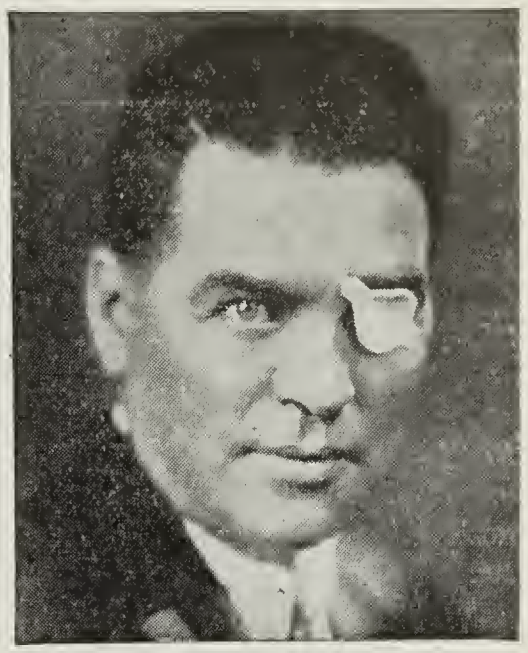
NORTHERN THEATRE SUPPLY CO.
Synchrotone Division
19 Glenwood Avenue Minneapolis, Minnesota

SAM J. SEGAL,
General Manager.

RKO Pathe to Release Series Depicting Supreme Thrills of

FLOYD GIBBONS

HEADLINE HUNTER



FLOYD GIBBONS

FLOYD GIBBONS, war correspondent whose "beat" has extended to almost every corner of the world, is a hero of adventure fiction come to life. Before he came to the National Broadcasting Company to recount his hair-raising adventures, he had made an enviable name for himself as a reporter, a war correspondent, an author, an explorer and a lecturer.

His twenty years as a "Headline Hunter" have been replete with thrills. Today, as a radio personality, he is known to millions for his gripping tales of adventure and his interest-compelling manner of interpreting the day's news over the air.

Gibbons was born in Washington, D. C. After being graduated from Georgetown University he took the advice of another famous journalist and went West to launch his newspaper career. He got his first job twenty-three years ago on the Minneapolis Star. His salary was $7 a week. Little realizing that the cub reporter was later to reach the heights of journalism, his city editor fired him for—of all things—incompetency.

But young Gibbons was not discouraged. He developed a clarity of style and a keenness of observation that soon won him recogniion as a star reporter.

War Correspondent

His first experience as a war correspondent was in 1914, when he was assigned to cover the Battle of Naco on the Arizona-Sonora front. He remained in Mexico to file vivid reports of the battles and skirmishes in the many revolutions and counter-revolutions of the Latin-American Republic.

When the notorious Francesco Villa terrified the Mexican countryside, Gibbons was with him reporting the Guerrila warfare. Later he accompanied General Pershing on his punitive expedition against Villa.

His reports were widely read and were largely instrumental in bringing about the Pan-American conference on the Mexican question. He also wrote a series of articles exposing the conditions of the poorly equipped state troopers on the Mexican border that were extensively quoted in the campaign throughout the United States for military training.

Sent to England

Before the United States entered the World War, he was assigned by the Chicago Tribune to go to London as its war correspondent. This was on the same day that Germany announced to the world the submarine blockade of the British Isles.

Gibbons decided to risk the blockade. His newspaper insured him for $25,000. Providing himself with a non-sinkable garment and carrying a supply of compressed food tablets, he booked passage on the S. S. Laconia, a Cunard liner carrying munitions and war supplies.

The night the Laconia entered the U-boat zone, a torpedo from a German submarine found its mark and the Laconia slowly settled as the passengers crowded to the lifeboats. Gibbons donned his lifesuit and got into a boat filled with terrified passengers. The boat drifted about all night until he and his companions were picked up by a British vessel and brought to Queenstown harbor, Ireland.

Gibbons was reported lost at sea. But a few days after his obituary was read in America, the 4,000-word story of the sinking of the Laconia which he cabled from Queenstown was printed in the Tribune. The story stirred great interest and was read on the floor of the United States Senate at a time when America was only awaiting an "over act" to declare war on Germany. Five weeks later the United States entered the war.

Goes to Front

When the A. E. F. landed in France, Gibbons was among the first of the American war correspondents to go to the front with the American troops. He was under fire during the remainder of the war. At the Battle of Chateau Thierry he was wounded and lost the sight of his left eye.

The croix de guerre was conferred on him and he was later made a chevalier of the Legion of Honor. He also received the Italian war cross.

Since the World War, Gibbons has participated in at least one war or revolution almost every year, covering rebellions and uprisings in every nook and corner of the globe. He has had adventures all over Europe, Africa and Asia.

He was the first war correspondent to defy the ukase of the Soviet government against foreign newspapermen by reporting first-hand post-revolution conditions in Russia. He gathered news in battle-scarred Balkans. He covered the Spanish Riff war and was with the French when they were closing in on Abd-El-Krim. His adventures even carried him to Timbuctu.

Lost in Sahara

Four years ago he was lost in the Sahara desert when he led an American expedition through blinding sandstorms across a waste of blazing sand. For three months and five days he pushed on across the Sahara until he finally reached Timbuctu. The expedition kept on through the jungles of Central Africa for 11,000 miles until the party reached the Cape.

In addition to his many magazine articles and signed dispatches, Gibbons is the author of "The Red Knight of Germany" and "The Red Napoleon."

He became a broadcasting artist accidentally. He had visited M. H. Aylesworth, president of the National Broadcasting Company, to get information for "The Red Napoleon." In that book he told of war correspondents who described wars through portable microphones, while flying over the battlefields in radio-equipped planes. The NBC executives suggested that he try broadcasting. Gibbons gave up his newspaper connections and has been on the air ever since.

Radio Debut

More than a year ago he made his radio debut as the "Headline Hunter." Later NBC assigned him to cover the arrival of the Graf Zeppelin at Lakehurst, N. J. He described the return of the giant dirigible as he walked about the field with a microphone and a portable transmitter hung about his neck, thus fulfilling the prophecy he made in his book.

Some months ago he became a radio war correspondent, describing a mimic battle of the Argonne at the War College in Washington. Recently he has announced over the air the day-by-day reports of the Literary Digest's prohibition poll, with a resume of the day's news.

He is one of the fastest speakers on the air and recently was clocked speaking at the rate of 217 words a minute.

Waxman and Mindlin Associated in Production

A. P. Waxman

In April, 1931, Gibbons signed with A. P. Waxman and Michael Mindlin to produce a series of 13 pictures for RKO-Pathe Van Beuren, titled "Floyd Gibbons' Supreme Thrills." It was his first adventure into motion pictures. The series consisted of interviews with World War celebrities on their most thrilling moments during the conflict. The scenes were visualized with sound effect. The producers are well known in their respective fields, Mr. Waxman having been a producer and motion picture executive for many years. Mr. Mindlin is the pioneer in America of the art theatre movement.

Eschmann Joins

Ed Eschmann, widely known and popular sales executive, has been appointed branch manager of the RKO-Pathe exchange at Pittsburgh. Sam Lefko- formerly in the job, goes back home to Philadelphia.

Del Rio in "Dove"

Hollywood — Rumors that Dolores Del Rio, Mexican screen beauty, would star in a film adaptation of Willard Mack's "The Dove," for Radio, have been verified by William LeBaron, vice-president in charge of production. Story preparation is under way and screening will start at an early date.

There's no stopping

SUBW
EXP

Columbia Comes through

with JACK HO

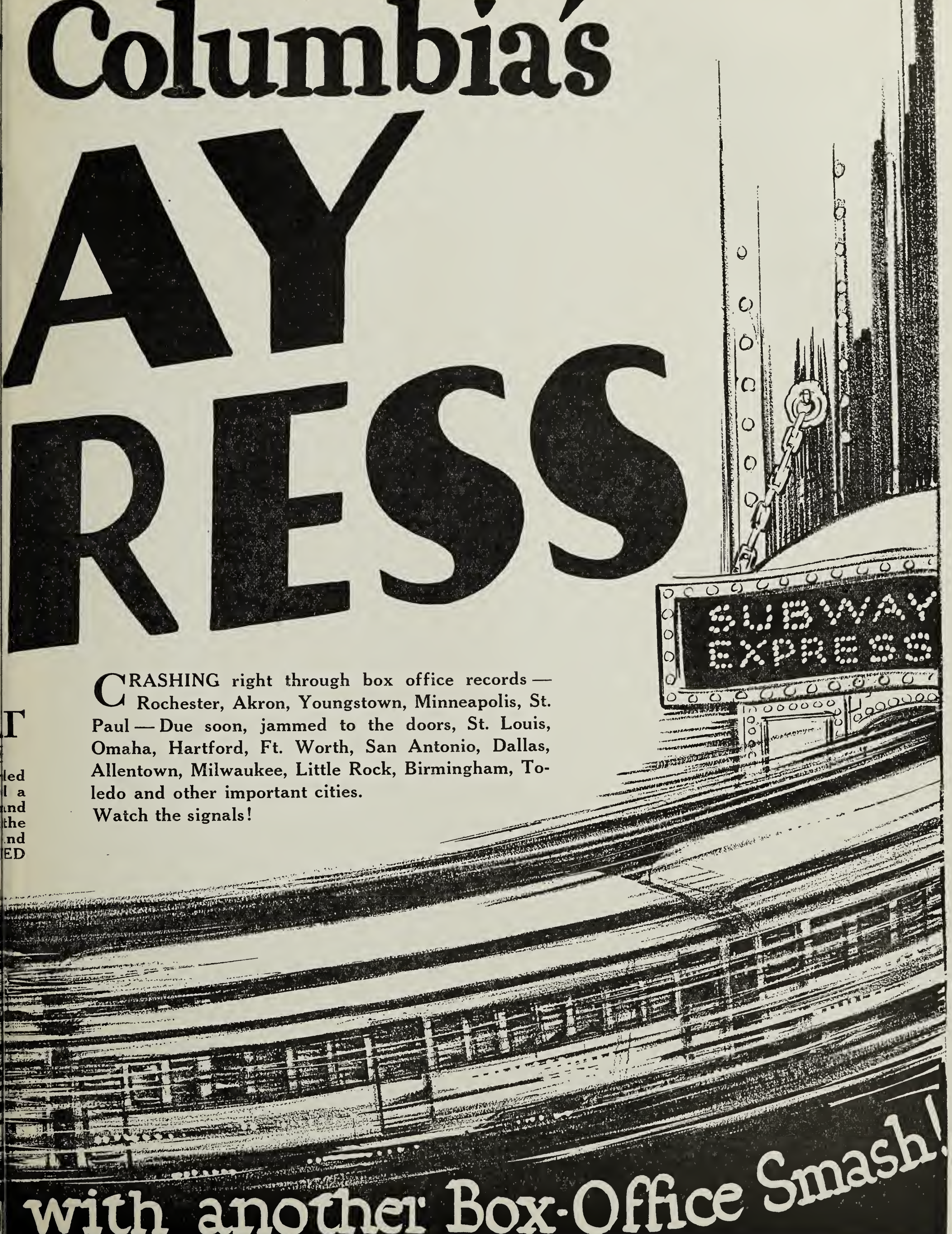
and AILEEN PRINGL

From the great stage play that th
Broadway for a year and then pla
return engagement by popular de
after being road-showed throughou
United States. By Eva Kay Flin
Martha Madison. Directed by
NEWMEYER.

Columbia's

AY

RESS



CRASHING right through box office records — Rochester, Akron, Youngstown, Minneapolis, St. Paul — Due soon, jammed to the doors, St. Louis, Omaha, Hartford, Ft. Worth, San Antonio, Dallas, Allentown, Milwaukee, Little Rock, Birmingham, Toledo and other important cities.
Watch the signals!

T
led
l a
nd
the
nd
ED

with another Box-Office Smash!

NEW BIG 4 SERIES

Stimson Announces Increased Schedule

New York—C. A. Stimson, vice-president of Big 4 Film Corporation, announces that a new series of westerns will be produced by his company, as soon as the present group of twelve all-talking outdoor westerns—with ten already produced—has been completed. This swells the 1930-1931 program to thirty-two features and twelve two-reel comedies.

It is planned that the new series of westerns will be more pretentious than the present group and will be based on carefully selected stories with hand-picked casts of Western favorites. They are to be recorded in the new "silent recording equipment."

Along with its elaborate western program Big 4 continues with the eight melodramas, two of which "Sheer Luck" and "Trapped," are now completed.

In conformity with its present policy the subsequent six pictures will be built along lines of progressive improvement and will contain several box-office names to augment the productions. The series of twelve two-reel comedies directed by Craig Hutchinson continues active with "The Big Flat," third of the series, in preparation.

Fox Sells Loew's

New York—Judge John D. Knox in the Federal Court here last week signed a consent decree permitting Fox Theatres and Fox Films to divest themselves of all Loew stock to the newly-formed Film Securities Corp. The action was brought in answer to suits of minority stockholders who hoped to hold up the sale.

The order provides that Film Securities shall hold title to the Loew stock only if its affairs are managed so as not to substantially lessen competition between the corporate defendants.

Upholds Music Tax

Supreme Court Hands Down Decision in the Case of Composers vs. Realty Co.

Washington — The theory that payment of score charges precludes payment of the music tax was upset by a decision handed down by Justice Brandeis of the supreme court last week. The decision entrenches the distributors' position in the matter of damages recoverable on infringements against those who bicycle or hold over pictures.

The case involved was Jewell-LaSalle Realty Co. vs. Gene Buck as persident of the American Society of Composers, Authors and Publishers.

In a case disclosing infringement of a copyright covering a musical composition, there being no proof of actual damages, Justice Brandeis ruled that a court is bound by the minimum amount of $250 set out in the socalled "no other case" clause of the Copyright Act.

(Continued on page 16)

EDUCATIONAL-TIFFANY DEAL

Completed; One Exchange System for World Wide, Tiffany and Educational.

E. W. Hammons, president of Educational Pictures, Inc., and chairman of the executive committee of World Wide Pictures, and L. A. Young, president, and Grant L. Cook, vice-president of Tiffany Productions, last week jointly announced the completion of negotiations, which have been in progress for several weeks, for the reorganization of Tiffany.

Under the agreement, the sales, exploitation, and distribution activities of Tiffany will be taken over by the enlarged organization within a few weeks. One exchange system will operate for the physical distribution of Educational, Tiffany and World Wide Pictures, Educational's exchanges being retained for this purpose, except in a few locations where the Tiffany exchange offers more adequate space or greater adaptability. Production of pictures still to be made on the current Tiffany program will go forward immediately, through a newly-formed corporation known as Tiffany Productions of California,

(Continued on page 16)

Reduce Score Charges; A $750,000 Saving

New York—Through the efforts of the Motion Picture Theatre Owners of America a reduction in score charges has been made effective as of April 11 by Electrical Research Products, according to an announcement by M. P. T. O. A.

On March 14 a committee from the theatre owners national organization called on C. W. Bunn, general sales manager for E. R. P. I., the sales division for the Western Electric Company, and after several hours' conference concluded an arrangement whereby the score charges were to be reduced. As a considerable number of installations wre affected the work of making the readjustment fit into each case was commenced and finished a few days ago.

The saving in score charges will aproximate $750,000 annually and affects over 2,000 of the smaller Theatres of the country. It is likely that as the mechanism is being constantly improved, additional reductions will be made so as to bring the expenses of the talking picture apparatus well within the means of all theatre owners.

This result of a round table conference entirely justifies the policy of the Motion Picture Theatre Owners of America along the lines of mediation and mutual concessions within the industry.

The committee waiting on Mr. Bunn consised of M. A. Lighman, M. P. T. O. A. president; Vice-Frank C. Walker; chairetaoinoin Presidents Charles Picquet and Frank C. Walker; Fred Wehrenberg, chairman of the board; Director E. M. Fay and Secretary M. J. O'Toole.

Uphold Contract Divisibility

Exchange May Enforce Agreements Without First Resorting to Arbitration.

New York — The U. S. circuit court of appeals of the fourth circuit has handed down a decision holding that a distributor is not required to proceed first to arbitrate as provided in the standard exhibition contract before bringing action against an exhibitor for breach of contract. This sweeping decision is expected to be followed by all U. S. district courts throughout the country.

The case involved is that of Paramount vs. National Theatre Corp., in which the distributor charged breach of contract in the distribution of certain films which the company furnished and for which the defendant agreed to pay. The theatre concern claimed among other things that the plaintiff could not maintain the action because it had not submitted the matters in controversy to arbitration as provided in the contract. Paramount countered with the statement that this condition could not be complied with because the arbitration boards specified in the contract had ceased to function due to being outlawed by the Thacher decision. The case, however, was decided in favor of National Theatre Corp. by the U. S. district court for the Western District of Virginia, Lynchburg. Paramount then carried it to the court of appeals, and among the points raised was whether or not the contracts sued on are entire and indivisible. The appellate court ruled that, where agreements in restraint of trade are unlawful in part, they are enforcible as to the parts that are not unlawful, and that this holding runs back to the earliest authorities. In consequence, the judgment of the lower court was reversed.

No Star Series

Atlantic City—In announcing the production schedule for Paramount's 1931-32 program, Sidney R. Kent said the company's features will be sold individually and not as star series. Paramount product will be sold exclusively on the basis of the potential and actual box-office value of each picture, Kent said.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Men Without Law, Buck Jones—Ideal Saturday night picture. Plenty of action and love interest as well as the usual thrills according to the regular formula. Recording fine on disc.—J. W. Crabtree, Metro, Clarendon, Ark.

Love O' Lil, Elliot Nugent—Light at box office—light on entertainment.—Ike Katz, Tivoli, Montgomery, Ala.

FIRST NATIONAL

The Lash, Richard Barthelmess—Unusually good production in spite of costumes. Was afraid it wouldn't click but it did. The picture has plenty of action to please your western fans and plenty of high class scenes and singing to please your high class patronage, so play it Saturdays and you please them all.—J. W. Crabtree, Metro, Clarendon, Ark.

Girl of the Golden West, Ann Harding—It's hard to class this picture. I played Saturday night to under par crowd. The picture pleased, however, about 50 per cent.—J. W. Crabtree, Metro, Clarendon, Ark.

Little Caesar, Edward G. Robinson — A gangland picture that I played to good audience and went over in great style. Plenty of action and suspense. Story is interesting and well directed. A good production in every respect. Ending okay.—J. W. Crabtree, Metro, Clarendon, Ark.

FOX

Liliom, Charles Farrell — The wrong kind of story for Farrell. He's not himself without Janet Gaynor.—R. C. Gentry, Lyric, Baldwyn, Miss.

Lightnin', Will Rogers—Poorest of Rogers' productions and yet it proved good entertainment and Rogers' reputation gets it by.—Ike Katz, Tivoli, Montgomery, Ala.

Part Time Wife, Leila Hyams—A really good picture with a really bad title. A family picture that has lots of heart interest. Will please the kids, too, as the little boy and his "shepp'er - Newfoundler" dog steals their hearts. If you can get them out, this one will please.—J. W. Crabtree, Metro, Clarendon, Ark.

Lightnin', Will Rogers—A picture everyone should see. Pleased the kings. It was a money maker for us.—Holland & Venable, Liberty, Lone Wolf, Okla.

M-G-M

A Lady's Morals, Grace Moore—Reginald Denny and Miss Moore in a weak story based on the life of Jenny Lind. Not so good.—R. C. Gentry, Lyric, Baldwyn, Miss.

Bachelor Father, Marion Davies.—A picture with an English setting is poor business the second night and this was no exception to the rule. Marion Davies played her part well, but the rest of the bunch was punk. You can fool them one night only on this one.—J. W. Crabtree, Metro, Clarendon, Ark.

Remote Control, William Haines.—This star well liked here with his smart wise-cracking. This picture is good. Bill takes the part of a radio announcer for a practically bankrupt radio station, puts it on a paying basis and wins the girl. Good ending with plenty of comedy all the way through.—J. W. Crabtree, Metro, Clarendon, Ark.

Remote Control, William Haines—One of Haines' best. Pleased everyone. For real comedy Bill can't be beat.—Holland & Venable, Liberty, Lone Wolf, Okla.

STATE RIGHTS

Ten Nights in a Barroom, William Farnum—Doubled our normal business. Put it over with big ballyhoo truck and special front. Great attraction for small towns.—James Costello, Starland, Michigan City, Ind.

Ten Nights in a Barroom, William Farnum—Everybody liked it. Had some nice comments. It's a big smash with good cast and good recording.—Dick Beck, Castle, Chicago, Ill.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____________________

Star ____________________ **Producer** ____________________

Remarks: ____________________

____

____________________ **Weather:** ____________________

Title ____________________

Star ____________________ **Producer** ____________________

Remarks: ____________________

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

"Dracula" Can Offer A Variety of Stunts

"DRACULA" is said to have caused the start of a flood of ghost stories by various producers. Its successful selling campaigns during its eastern showings is reported to have brought it much added box-office value.

Managers and publicity directors used ideas and stunts that can be included in the smallest inexpensive campaign as well as in the costly, extravagant ones.

Its short snappy title lends itself to smashing display. There is an air of mystery about it that arouses curiosity.

A few of the seat-selling ideas used follow:

Serial Broadcast and Ballyhoo

George Brown for the State-Lake, Chicago, used a six-day radio broadcast of a serialization of "Dracula." It was presented by a tie-up with a dramatic school, without cost to the theatre or studio.

The Chevrolet distributors cooperated with Brown on a street ballyhoo. They supplied one of their new models with driver, gas, oil, etc. A local stock company actor who played "Dracula" rode around in the car. During the first week he wore a mask. The following Monday and Tuesday he rode without the mask. A cash prize was offered for the first person to identify him on these days. The Chevrolet dealers bannered their windows announcing the stunt and distributed throw-aways on it through their mailing lists and in the showrooms and from the car.

The Chevrolet company also planted pictures of the ballyhoo in the auto sections of the Chicago papers and gave it a two-minute announcement on their national radio hour.

The wolfsbane envelopes containing tea leaves were distributed. Bricks with the title and theatre name lettered on them were given to newsstands.

The whole front of the theatre was tied together by a huge spider web made of rope. Behind this web was a large face of "Dracula" with green eyes flashing on and off.

A Variety of Ideas

Manager Golding of the St. Louis Theatre, St. Louis, Mo., used the kiss throw-away idea taken from the press sheet. These were used in the downtown office buildings as were strips on mirrors in barber shops, beauty parlors, soda fountains, etc. Letters were sent to all doctors and clergymen. Thousands of the "Don't Dream" envelopes were distributed to patrons after they had seen "Dracula" on the opening day. A mammoth street banner, stretching the entire width of the theatre building, was used to display the title. Ushers wore masks the entire week preceding the opening.

Newspaper Ghost Story Tie-up

With the Baltimore Post, the Auditorium Theatre and Station WCBM cooperating together, prizes of cash and tickets were offered for the best local ghost stories received at the theatre, the newspaper or the radio station. The newspaper gave the idea daily stories and the radio station gave it time on the air.

Stores, Newspaper Cooperation

With the Baltimore Post, the Falls, S. D., had the whole city on the hunt for "Dracula" as the feature of its campaign. Its tie-up included the support of 21 local stores and radio station KSOO. Heralds were distributed giving details of the hunt, and daily announcements were made from the radio station. All stores cooperating had window displays and the theatre lobby carried a special announcement of the stunt. At stated hours on each of five days a man dressed as "Dracula" appeared in various stores. In order to win the prize it was necessary to step up to the man, tap him on the shoulder with the right hand and say: "I have been looking for you, Dracula. By day you are dead. By night you come forth to haunt youth and beauty. You will appear at the Egyptian Theatre one week starting (date)." Twenty-five dollars was awarded to the first person to identify "Dracula" each day.

Window Display Tie-Ups

"STEPPING Out" is a title that offers opportunity for many window displays. Press sheet reproduces stills that can be used effectively.

AD - it - orial

By William Jacobs

"KEEP everlastingly at it."

These vigorous words greet one in conspicuous display in the office of a widely known successful eastern advertising corporation.

It is not an expression read and thought clever, then forgotten.

These four words of simple wisdom indicate clearly and forcibly the general spirit and unified movement, this merchandising organization marches on to selling victories.

Edison did not create the light bulb during his first, second or third experiment.

Bell did not perfect the telephone during his first few trials.

Motion pictures did not entertain millions daily during their early days.

Campbell's soup was not an overnight selling sensation.

However, each of the aforementioned triumphed only by keeping everlastingly at it.

No theatre will permanently keep its seats filled by spurts of selling effort.

Valuable tie-ups, no matter how clever, are not put over successfully with only one or two visits to a merchant.

Publicity material cannot be placed with newspapers by mere luck. You have to crash through by consistently creating something worth while.

Successful campaigns are resultful only when every detail is followed through step by step to their very end. When there is no let up in pressure. When obstacles and refusals are passed off as mere trifles and considered as encouragement to push them all the stronger.

Live—breathe—think—talk—feel and see seat selling ideas, and above all—

Believe in "Keep everlastingly at it."

Animation in Lobby Gets the Eye

GEORGE LABEY, manager of the Publix Olympia Theatre in Boston is to be complimented on the attractive arrangement of his lobby display. Fortunately he has quite a good space to fill and this he does in a very able manner. As the theatre is located across the street from where the crowds pass he has made it a habit with each feature to have some sort of animation in the display which arrests the attention from a distance and creates a desire to see "what makes the wheels go 'round." Much credit should also be given the Publix sign department for the beauty of designs which they create for all displays for the Boston houses which show a real interest in the work they are doing.

Exhibitor Puts On a "Radio Week"

MANAGER E. FITZPATRICK of the Fox-Poli Theatre in Meriden, Conn., worked out a fine tie-up with local radio merchants recently by holding a "Radio Week."

He arranged with eight local distributors of radio sets and secured a double truck of co-operative advertising in the local paper with the theatre getting all the best of it in publicity breaks bringing in a vast amount of good will besides. The exhibition was held in the lobby of the theatre for four days and drew a large enthusiastic crowd who came to see the display of latest type radio receivers. On the final day of the exhibit a credit slip for $25 was presented to holder of the lucky number given out.

Try This One On Your Fire Plugs

WHEN "The Third Alarm" played the Fox Bijou Theatre in New Haven, Manager Harry Cohen obtained permission from the fire department officials to place "No Parking" signs on all the five hundred hydrants in the business section carrying an advertisement about the feature. He also went quite a ways from home to obtain an old-fashioned horse-drawn fire engine which he had manned with uniformed firemen and drove through the principal streets with the bell clanging and drawing considerable attention.

Teaser Campaign

"GOD'S Gift To Women" is an exceptional title for an advance teaser campaign. Arrange plenty of time in advance to start placing cards in various parts of lobby, at head of aisle entrances, men's and women's rooms, box-office and outside of theatre reading, "What Is 'God's Gift To Women'?" "Who Is 'God's Gift To Women'?" "Do You Know 'God's Gift To Women'?" "'God's Gift To Women' is coming." Flash it on your screen between subjects. Then follow up with "Enjoy 'God's Gift To Women' here (date)." "Learn the secret of 'God's Gift To Women' (Date)." Carry one-inch ads scattered throughout newspaper with choice of above copy.

Jumbled Sentence Tie-Up With School

TO interest the high school students, Robert Gilmour conducted a jumbled sentence contest with the Lowell Beacon, official organ of the Lowell High School, San Francisco.

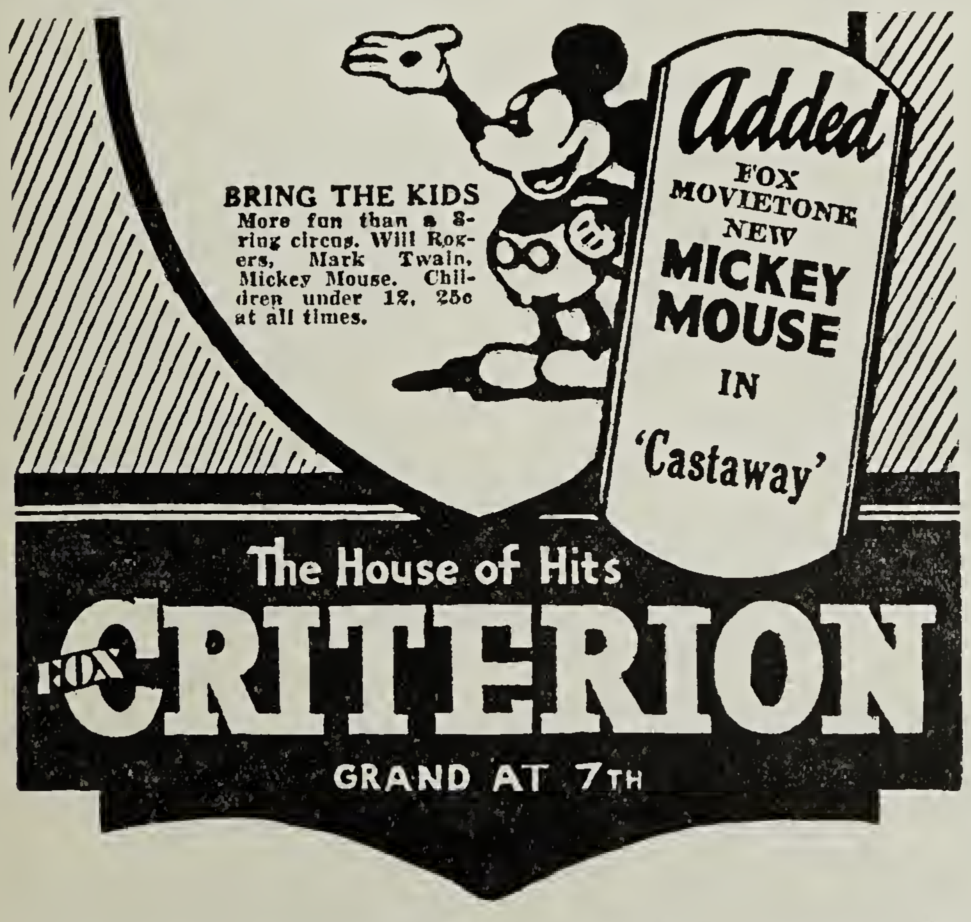
Scattered between the regular ads in the paper were thirteen sets of words. The first appeared in his theatre ad and read—"We are glad." From this the students were to find the other groups, and put the words together so that they made readable sentences.

Seven hundred handed in their efforts to one of the teachers. The first ten received tickets as prizes.

Prizes to Readers of Paper Series

ZACK HARRIS of the Golden Gate, Los Angeles, offered free tickets to the Tribune as a further interest to readers enjoying a series of short, short stories that the paper is publishing.

Those who wrote the best letters pointing out the errors in spelling, transposition of words grammar or the introduction of an unrelated sentence received passes. Only first, second and third prizes were offered.


BRING THE KIDS
More fun than a 3-ring circus. Will Rogers, Mark Twain, Mickey Mouse. Children under 12, 25c at all times.
Added
FOX MOVIETONE NEW
MICKEY MOUSE
IN
'Castaway'
The House of Hits
FOX CRITERION
GRAND AT 7TH

Here's how the Criterion Theatre, Los Angeles, featured a Mickey Mouse cartoon in its newspaper advertising. The reproduction above is exact size cut from a full length double column ad. Exhibitors playing these popular little features will find it profitable to follow this example.

COPY!!

For that emergency use when words fail you and you want to get away from using "greatest," "best," "marvelous" and other over-used superlatives. Here is COPY that has been successfully used and which you can clip and paste for newspaper advertising.

COMEDY-DRAMA AND ROMANTIC COPY

MARRIAGES ARE MADE IN HEAVEN

—so 'tis said,
But when a blushing bride
Is to the altar led
You can get your bottom dollar
And a car check on the side
That the moon did all the dirty work—
Dawggone his silvery hide!

HER SMILE !!*?*!"*"

It did more damage to a man's heart than a blow torch does to a chunk of ice. And when a girl is as pretty as (the character in the play)!—well—

WATCH OUT! THA'SALL!

HALEY'S COMET

was quite a "speed demon," but when it comes to fast motion, pep and rapid action here's a little comedy speedster that has Haley's comet "lashed to the mast and fanning for air"—yes

—AND IT'S FUNNY!!!

LUV! O GOSH!

It makes matrimony and alimony. It makes foolish folks wise and wise folks foolish. It makes the young act old and the old act young. Here's a picture that will "wise you up" on the love question.

A LOT OF ROMANCE,

well seasoned with humor, a dash of pathos, served with laughter, and

That's that!

EARTHQUAKES!!!

Right away scientific birds will be reporting earth tremors centering around the (theatre name) 'cause here's another of those comedies that rattle the rafters and shake the mortar loose.

INTOXICATION

within the reach of all pocketbooks. (Title) will leave you reeling with mirth; it will make you dizzy with delight.

Want-Ad Tie-Up On "Body and Soul"

THE classified ad pages of the Minneapolis Star were used as an aid in selling "Body and Soul" by the State Theatre, Minneapolis.

At the top of the page each day a 2x5-inch display ad announced that to anyone who returned an article which previously was advertised as lost in the newspaper's "lost and found" column the publication would give two tickets to see the picture.

A note from the party who lost the article verifying the fact that it had been returned was all that was required of the finder to get the passes.

The top of the lost and found column carried an additional box ad.

Educational Deal

(Continued from page 12)

Inc., Ltd., of which Mr. Hammons is president.

Educational's policy of dealing in short features exclusively will in no way be affected by this arrangement. Educational will take over the handling of the short subjects on Tiffany's program, leaving Tiffany and World Wide dealing in full length feature pictures only, and Educational specializing in short subjects as it has been doing for more than a decade.

A separate feature sales force will handle the sale of Tiffany and World Wide feature subjects, operating out of Educational's branches in the United States, but maintaining the Tiffany identity. This feature sales force, which will be of much greater strength than either Tiffany or World Wide has had heretofore, through the transfer of many of Tiffany's men to the new organization, will be ready to take the field on the day of the transfer of activities. This date will be announced later but will be some time within two to three weeks.

Del Rio to Para.

Hollywood — Dolores Del Rio, romantic star of "What Price Glory," "Ramona" and "Resurrection," was signed last week by Paramount for the role of an aristocratic senorita in "The Rose of the Rancho," talking picture version of the stage success by David Belasco and Richard Walton Tully. Jesse L. Lasky stated that the picture will be filmed entirely in Technicolor under the direction of Edward Sloman.

Has New Title

Hollywood—The title of Dolores Costello's new Warner Bros.' starring picture, now in production at the West Coast studios, has been changed. Heretofore known as "The Passionate Sonata," it will in future bear the title "Expensive Women." The picture, which is being directed by Hobart Henley, is an adaptation of an unpublished novel by Willison Collison which will be in the bookstores next fall.

Music Tax

(Continued from page 12)

Where more than 25 infringing performances are proved, and there is no showing as to actual loss, Justice Brandeis said the court must allow the statutory minimum, and may, in its sound discretion, employ the scheduled $10 a performance as a basis for assessing additional damages.

LITTLE TIPS

TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

SOUND-ON-FILM—Modern, up-to-date, economical; uses no head amplifiers or batteries; all AC operated. Reproduction equal any on market. Information on request. Public Address Service Co., Dallas, Texas. 4-28

USED PHOTOTONE disc for Simplex—head amplifiers transformer coupled, photocells for Phototone, Audak pickups, reproduco organ, Kolster-Columbia non-synch record rack and effect records, Simplex motors and feat belt speed regulators, Exide 150 hour radio batteries, six battery capacity G. E. charger, Wright-DeCoster voice speaker and No. 9 horn, Da-Lite screen; everything good as new; terms if desired. Rock Theatre, Watonga, Okla. 4-21

AUDITONE turntable outfit with new E. De Vry projector; $750 outfit, $500 cash. B-362, Associated Publications. c4-21

GENERATORS for quick sale; 3-25-25 amp. Roth generators with panel and resistors, $200 each; 1-20-40 Continental generator with panel, $175. B-363, Associated Publications. c4-21

HORTON speed controls for Powers machines, $7.50 each. B - 364, Associated Publications. c4-21

PAIR used Peerless reflector arc lamps, in good condition, $300. B-365, Associated Publications. c4-21

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

OPERATOR - ELECTRICIAN wants position; repairs projectors and sound equipment; ten years' exprience; married. Walter Ingalls, New Hampton, Iowa. 4-21

POSTER EXCHANGES

CASH PRICES PAID for used advertising on current releases. Ship at once parcel post or express collect. Premier Advertising Service, 1717 Wyandotte St., Kansas City, Mo. 4-21

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a irect buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRES FOR SALE

1200-SEAT first-run neighborhood theatre and building containing two stores, four office suits, at receiver's sale, 10 a. m. Tuesday, April 28. Price real cheap. 1007 Central United National Bank Bldg., 308 Euclid Ave., Cleveland. 4-21

COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS-PRICES-TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

Patronize The Associated Group
It Will Bring You Better Results

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

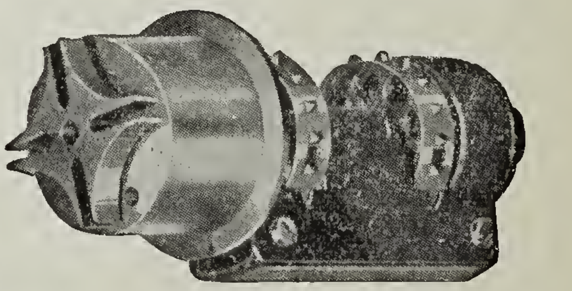
Invisible Changeover
"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES
and SHORTS

The Spy

Fox—65 Minutes

Cast: Kay Johnson, Neil Hamilton, John Halliday, Freddie Frederick, Milton Holmes, Austen Jewell, Henry Kolker. Directed by Berthold Viertel.

Exceptionally well made dramatic story with Soviet Russian background that packs a real punch and has plenty of romance and action.

Neil Hamilton as an exiled aristocrat decides to return and visit his wife and child and to kill the "Tcheka," head of the secret police system. His wife has been forced to accept the favor of one of the members of the secret police, who learns of the husband's return and a code message which he brings with him He obtains possession of the message and uses it as a bait to get the wife to visit him alone in his apartment. The young son, realizing the importance of the message to his father's welfare, gets a gang of urchins, who making a living by stealing, to get it away from the member of the police system.

The police spy is found dead outside the wife's home and she, on finding the body, thinks her husband has killed him and assumes the guilt. At the investigation it is found that he was stabbed and not shot and evidence finally shows him to be the victim of the urchins' leader. The aristocrat is exiled for ten years to Siberia. Excellent cast who render above average performance put this over big. Suspense well held and climax is strong. Fine entertainment.—Southwell.

SELLING SEATS: Play up the suspense angle. As Russia holds a news spotlight at present, mention the fact it has a Russian background. Bill it as an exciting, breath-holding and absorbing drama of intrigue. Love element is strong, so push it.

Beyond Victory

RKO-Pathe—73 Minutes

Cast: Bill Boyd, Zasu Pitts, Lew Cody, Marion Shilling, James Gleason, Lissa Arna, Theodore Von Eltz, Mary Carr, Russell Gleason, Fred Scott, Frank Reicher, Wade Boteler, E. H. Calvert, Chas. Coleman, Max Barwin, Hedwiga Reicher. Directed by John Robertson.

Comedy-drama with World War as a background. Story opens with five men left to cover an American retreat and flash backs to show their different reasons for joining the army. Bill (Bill Boyd) had left his fiance, Katherine (Lissa Arna) because he didn't want to shoot his wife's brother, she being of German descent Jim (James Gleason) enlisted because he thought he would be safer in the army than dodging knives which his wife (Zasu Pitts) threw at him in her act. The quintet is reduced to these two, who are finally wounded just before the armistice and come to in a German hospital where Bill's sweetheart finds him needing a blood transfusion, which she gives him.

The end of the war and the recovery of Bill and Jim, who are decorated for bravery, also brings about the reunion of Bill and Katherine.

James Gleason steals this one from Bill Boyd and his snappy wise cracks furnish the comedy relief.

Excellent cast well directed, together with some fine photography help keep this somewhat jumbled story from complete failure and make it an average program feature that will please most anywhere—Southwell.

SELLING SEATS: You can use some of your previous ideas in selling war pictures on this one, although the comedy angles should be given a bigger play. Gleason should be given strong billing.

Cracked Nuts

Radio—64 Minutes

Cast: Bert Wheeler, Robert Woolsey, Dorothy Lee, Edna May Oliver, Limi Stengel, Stanley Fields, Harvy Clark and Boris Karloff. Directed by Eddie Cline.

Here is a picture that is a sure cure for the blues — for the patrons and the box-office alike. This picture is a hilarious comedy and highly entertaining and will force a chuckle from the lips of the "crabbiest crab." Bert Wheeler and Robert Woolsey keep the audience in a constant uproar—the laughs come one after the other.

The dialogue was written by Ralph Spence and Al Boasberg. Briefly, the story concerns two "cracked nuts" — Woolsey and Wheeler—who are rivals for the throne of the mythical kingdom, Eldorania. Wheeler buys a revolution for $100,000 and is to be king of Eldorania. On his arrival there, however, he finds that the present ruler of Eldorania is his old friend from Brooklyn. But before Wheeler can become king, he is commanded to assassinate his old friend, the present ruler. The complications that develop and the results that follow, keep the audience in constant hilarious laughter. Dorothy Lee plays the leading feminine role and is as charming as ever.

The plot of the story, however, is rather ridiculous and impossible, but if the audience enjoyed Wheeler and Woolsey in "Rio Rita," "Half Shot at Sunrise," "Hook, Line and Sinker," and others, they will without doubt like this hokum comedy. There is only one song in the picture, and that is reminiscent of Wheeler's and Dorothy Lee's part in "Dixiana." Some of the "gags," too, and a couple of scenes are practically the same as that which appeared in some of their other pictures.

Taking it all in all, however, this picture should appeal to any audience. They can drop their worries at the door and follow the two "cracked nuts" to Eldorania, and for a long time after they will remember their "trip" to the kingdom of Eldorania.—E. S.

SELLING SEATS: Advertise this picture to your public as an all-laugh production starring the world's prize nut combination with the stars of "Cuckoos," "Half Shot at Sunrise" and "Hook, Line and Sinker." As the title indicates the picture has something to do with nuts, the exhibitor can hold a special nut matinee for the kiddies or tie up with the neighborhood drug store by featuring a special Wheeler and Woolsey nut sundae.

Laughing Gas

M-G-M—10 Minutes

Flip the Frog cartoon which is exceptionally good and clever. This one shows Flip as a dentist and illustrates his contortions in fixing the teeth of his animal friends. It is well synchronized and entertaining.—A. F. S.

Dublin and Nearby

M-G-M—10 Minutes

Interesting Burton Holmes scenic of Ireland. Scenes show the natives in various activities and tourists kissing the Blarney stone. It's okay for a short filler. —A. F.S.

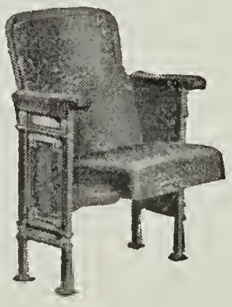
THE SENSATION OF THE YEAR
REAL
HUMAN
DRAMATIC

RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.

Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.



Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres
General Offices: 14 E. Jackson Blvd., Chicago, Ill.
Branch Offices in all Principal Cities

THE LAST WORD

WANTED: MASS APPEAL

ANNOUNCEMENT that the newly merged Tiffany-World Wide company will aim its production efforts in the direction of supplying the demand for family type product should be welcome news to the suburban run and small town theatre owners. These houses have been suffering from a lack of wholesome picture fare that has been crowded from current feature programs by the overdoing of sex stories. A return of good wholesome picture entertainment, not just program stuff, but quality product, will do much to revive the lagging public interest in pictures at this time and kill off the growing evil of double featuring.

Reports are also current of the return to independent production of a number of men who supplied much of the good independent product during the days of the silent picture. While the reason is reported as the increased demand for product to supply double feature programs, we look upon this as the wrong answer. Too little income would result from supplying a market of such low rentals as double feature programs afford for individual pictures. Besides the double feature idea will be short-lived at best. A bargain ceases to be a bargain when it becomes a regular thing and the public will go only so long for quantity without quality.

The answer to the present need of suffering box offices is, as it has always been, quality product. There has been too much of the same thing; too many pictures with the same plots; too much class appeal and not enough mass appeal. Pictures made their success on being a popular entertainment for the masses. They should continue to cater to the tastes of the vast public that made them and still wants them.

Independent production by the right men will do a great deal to alleviate the monotony of sameness and to supply originality and variety that picture fans want. Independent exhibitors can encourage independent production by giving it more playing time on their screens.

GOOD WORK WELL DONE

ANOTHER worthwhile service has been rendered exhibitors by the Motion Picture Theatre Owners of America. This time it is a reduction in the service charge to approximately 2,000 small theatre owners who use Western Electric equipment. This saving of $375.00 annually to each theatre or a total of $750,000.00. President M. A. Lightman of the M.P.T.O.A. deserves commendation for his efforts which brought about this big saving to exhibitors, which goes for non-members as well as members of the national exhibitor organization.

Ben Shlyen

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

Increase Attendance

With the Tried and Proven

Scooter-Nite

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for on of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 2-3 Cents Per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 2/3c per admission.

Wins Kids on Sight!

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel to hold any weight up to 200 lbs. Beautifully** finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The
Steel Stamping
Company
Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) ________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ____________________________ by________________Mgr.

Town ________________________________ State ______________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.___________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction … John F. Seitz, A. S. C.
Cinematography an Art Form … Lewis W. Physioc
Cinematics … Slavko Vorkapich
The Evolution of Film …
Optical Science in Cinematography … W. B. Rayton
The Evolution of the Motion Picture Professional Camera … Joseph A. Dubray, A. S. C.
Composition in Motion Pictures … Daniel Bryan Clark, A. S. C.
Painting With Light … Victor Milner, A. S. C.
Sensitometry … Emery Huse
Light Filters and Their Use in Cinematography … Ned Van Buren, A. S. C.
Borax Developer Characteristics … H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus … J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film … J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up … Max Factor
Pictorial Beauty in The Photoplay … Wm. Cameron Menzies
Philosophy of Motion Pictures … George O'Brien
Wide Film Development … Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures … F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps … R. E. Farnham
Color Rendition … Jackson J. Rose, A. S. C.
Motion Picture in Natural Color … Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording … H. G. Knox
The Nature of Sound … Professor A. W. Nye
Architectural Acoustics … Dr. Vern O. Knudsen
Sound Personnel and Organization … Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System … R. H. Townsend
Motion Picture Sound Recording by Fox Film Company … E. H. Hansen
Motion Picture Sound Recording by Western Electric Method … Dr. Donald MacKenzie
Reproduction in the Theatre … S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System … John O. Aalberg
Technic of Recording Control for Sound Pictures … J. P. Maxfield
Dubbing Sound Pictures … K. F. Morgan
Recording Sound on Disc … Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures … Milton Stark
Cinematography Simplified … William Stull, A. S. C.
Cinematography for the Personal Movie …
The Dusenbery System of Estimating Exposure … H. Syril Dusenbery
Micro-Cinematopraghic Apparatus … Heinz Rosenberger
What They Use in Hollywood …
Useful Facts and Formulae …

675 Pages—Over 300 Diagrams & Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

> **"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."**

SOUND PICTURES AND TROUBLE SHOOTERS MANUAL
PRICE 7 50/100
1930
CAMERON PUBLISHING CO.
S
PI

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel ("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox (Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., **Kansas City, Mo.**

APRIL 28, 1931
VOLUME XI NUMBER 23

MOVIE AGE

NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

INDUSTRY ESCAPES ADVERSE LEGISLATION

TWO TWIN CITY THEATRES CLOSE FOR SUMMER

THEATRE BUILDING PROJECTS CONTINUE

6 Broadway Hits!

tested and proven in spectacular premieres at the

ROXY
GLOBE
and George M.
COHAN
THEATRES, NEW YORK

•

Produced by Elstree

Distributed by
COLUMBIA

Young Woodley

with

Frank Lawton Madeleine Carroll

From the celebrated stage success
by John Van Druten
Directed by Thomas Bentley

"A tender story sympathetically enacted." Three stars.
—N. Y. *Daily News*

MURDER

with

Herbert Marshall Norah Baring

Adapted from the mystery thriller "Enter Sir John"
by Clemence Dane and Helen Simpson
Directed by Alfred Hitchcock

"An intelligent, well-acted and thoroughly entertaining picture."
—*The N. Y. Times*

NIGHT BIRDS

with

A superlative cast
Directed by Richard Eichberg

"Just about the snappiest direction we've had."
—N. Y. *Daily News*

The Man from Chicago

From the play by Reginald Simpson
Directed by
Walter Summers

"Had the audience at the Globe in a panic."
—N. Y. *Daily Mirror*

THE Middle Watch

with

Jacqueline Logan Owen Nares

Directed by
Norman Walker

"Amusing and well directed."
—N. Y. *Morning Telegraph*

ATLANTIC

A mighty drama of the sea! From the play
"The Berg" by Ernest Raymond.
Directed by
E. A. DuPont

"Packed full of romance and thrills."
—N. Y. *Eve. Enquirer*

COLUMBIA PICTURES

NOW READY FOR YOU!

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
5th and Nicolett
MINNEAPOLIS, MINN.

Two First Runs to Close

Twin Cities Theatres Go Dark May 1 for the Summer; Deny Others to Follow.

The RKO Seventh Street, Minneapolis, and President Theatre, St. Paul, will close about May 1, it is announced by Morgan Ames, RKO divisional manager.

Both houses close regularly every year about this time for the summer, neither being equipped with a cooling system. Present plans are to reopen them in the fall.

The Century (Publix) and Pantages Theatre are other large loop first run theatres already dark. The former is closed for the summer. Pantages has been dark almost the entire winter and there are no definite plans for its reopening.

Reports have been in circulation that other loop first-run houses in the Twin Cities also will close down during the summer months. Eddie Ruben, Publix divisional head, denies, however, that Paramount-Publix has any further closings in contemplation.

Both Mr. Ruben and Mr. Ames aver that business, particularly in Minneapolis and especially at the Minnesota and RKO Orpheum theatres, has been exceptionally good. Neither of these houses, it is asserted, is feeling any ill effects from the depression, judging by the weekly average grosses, the executives assert.

Exchanges Cooperating More Here

Salesmen Instructed to Assist in Putting Over Attractions; Are Givng More Service.

One of the reasons why business has held up camparatively better in the Northwest for the picture houses during the current depression is believed in film circles to be due in part to the fine spirit of co-operation between distributors and exhibitors in the territory.

Minneapolis distributors are not content simply with selling their product to the exhibitor. Even when the sale is outright and no percentage arrangement is involved they assist the exhibitor to the fullest possible extent in getting the utmost revenue out of the product, managers declare.

Metro-Goldwyn-Mayer has Morris Abrahams, veteran exploitation expert, considered one of the

(Continued on page 5)

Building Goes On

in N. W. Territory; Several New Houses Planned and Are Being Constructed.

The current depression is not thwarting theater construction in the Northwest. Indicating a feeling of confidence regarding the long-pull trend of the movie industry, far-seeing and courageous individuals continue to build and plan new showhouses.

At Knapp, Wis., near Minneapolis, the local school board has decided to build and operate a sound equipped theatre. The town has been without talkies and members of the school board have come to the conclusion that the lack of this entertainment and educational

(Continued on page 5)

TO REMODEL

State and Racine Theatres to be Renovated

Racine, Wis. — Announcement has been made by Robert Ungerfeld, manager of Fox's State Theatre here, of the remodeling at a cost of $65,000. A new stage and proscenium arch will be installed while the entire auditorium will be redecorated and the latest type projectors installed in the projection booth.

The theatre has been featuring a request program daily except Sunday, from 11 a. m. to 12 noon, over the radio station. Marie Dechant presides at the theatre's Barton organ in connection with this program, with Mr. Ungerfeld at the "mike."

Central City, Neb. — Talking equipment has been installed at the State Theatre here.

Hopeful

Milwaukee, Wis. — Prospects for the defeat of the motion picture operators' bill is promising, following a hearing held on the measure recently in Madison. Approximately 25 exhibitors were on hand to appear against the bill. The measure would require the hiring of one operator for each machine, the projectionist to be at least 21 years old.

Spirit of Cooperation

By M. E. CUFFEL, Editor

IT seems plausible that the spirit of cooperation in evidence between distributor and exhibitor in this territory may help to explain why business is holding up better throughout the Northwest than in most other sections.

This cooperation is being manifested particulary in the special help which the distributor is giving to the exhibitor in selling pictures to the public.

Every film company has impressed upon its salesmen the desirability of aiding their theatre-owner customers in the retail marketing of screen attractions. In addition, Metro-Goldwyn-Mayer employs Morris Abrahams, an outstanding expert in his line, to work with exhibitors on exploitation.

The selling points of the picture are gone over in con-

(Continued on page 5)

F. B. T. Moves

The Minneapolis Film Board of Trade has moved its offices from the Film Exchange building on Fourth street north to 515 Pence Building on Hennepin avenue and Eighth street. The new quarters are much more centrally located and convenient to the various exchanges.

"Kiss" and "Cracked Nuts" Highest Draws for Week

Aster—**God's Gift to Women** (Warner Bros.), Frank Fay. **Business:** Light. **Summary:** A raw and not overly funny farce comedy about a modern Don Juan who is tricked into believing that kissing a woman will kill him. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, serial.

Lyric—**June Moon** (Para.), Jack Oakie. **Business:** Fair. **Summary:** A moderately amusing satire on the popular song industry, with many clever lines and sallies that seemed to go over the heads of the average film fan. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Minnesota—**Strangers May Kiss** (M-G-M), Norma Shearer. **Business:** Big. **Summary:** The story of a young woman who defied the conventionalities by living with the man she loved without benefit of clergy and nearly came to grief; great box-office stuff. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, organ novelty, sound news.

RKO-Orpheum — **Cracked Nuts** (RKO), Wheeler & Woolsey. **Business:** Big. **Summary:** The laugh besprinkled comedy of a goofy American youth who buys out a South American revolution and has himself made king; not as funny as some of its Wheeler-Woolsey predecessors. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, sound news, golf film.

RKO Seventh Street—**The Lady Refuses** (RKO), Betty Compson. **Business:** Fair. **Summary:** Rather slow moving and tame story of a street walker whose hand in marriage is sought by a wealthy British aristocrat and his son; thoroughly artificial and unbelievable. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

State—**Fifty Million Frenchmen** (Warners), Olsen & Johnson. **Business:** Light. **Summary:** A few laughs in this comedy anent a wealthy young American in Paris who wagers that he can win the girl of his heart without utilizing any of his filthy lucre in the accomplishment; too thin material. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, cartoon comedy and Grantland Rice Sportlight.

Minneapolis (week ending April 24—"Strangers May Kiss" at the Minnesota and "Cracked Nuts" at the R K O Orpheum were the big draws the past week. Both of these attractions did an exceptionally big business and praise was showered on the Norma Shearer picture from all quarters. "Cracked Nuts" also gave good satisfaction. Miss Shearer and Wheeler & Woolsey are top-notch box-office magnets in Minneapolis.

Advertised for adults only, "The Lady Refuses" at the RKO Seventh Street did a very fair business. Clever advertising was mainly responsible for the draw in this instance.

MILWAUKEE

(Week Ending April 16)

Alhambra — **The Southerner** (M-G-M), Lawrence Tibbett and Esther Ralston. **Business:** Fair. **Summary:** A mild sort of photoplay with some excellent singing by Lawrence Tibbett. **Entertainment Merits:** 85 per cent. **Short Subjects:** Oswald Cartoon; Lloyd Hamilton comedy; Universal Newsreel.

Garden — **The Jazz Singer**, and **Caught Cheating** (Warner Bros. and Universal. **Business:** Fair. **Summary:** A revival of the "Jazz Singer" held over for three days and was pulled for "Caught Cheating," with George Sidney and Charlie Murray.

Riverside—**Lonely Wives** (Radio), Edw. Everett Horton, Esther Ralston. **Business:** Good. **Summary:** A slapstick bedroom farce with a plot made for hilarity. **Entertainment Merits:** 85 per cent. **Short Subjects:** Eight RKO Vaudeville acts; Pathe news.

Strand — **Dishonored** (Para.), Marlene Dietrich and Victor McLaglen. **Business:** Good. **Summary:** A story wherein a woman spy for Austria meets a Russian spy, with some very fine acting by Miss Dietrich. **Entertainment Merits:** 80 per cent. **Short Subjects:** Our Gang Comedy; Fox Movietone News.

Garden — **Today** (Majestic), Conrad Nagel and Catherine Dale Owen. **Business:** Fair. **Summary:** Story of a wealthy couple temporarily down on their luck. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy; News Reel.

Wisconsin—**Charlie Chan Carries On** (Fox), Warner Oland and Marguerite Churchill. **Business:** Fair. **Summary:** A murder mystery fairly interesting with Warner Oland playing the Chinese detective excellently. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

Palace — **Comrades of 1918** (Nero Films). **Business:** Fair. **Summary:** A German film which appears to be a combination of "All Quiet on the Western Front" and some other American war stories. **Entertainment Merits:** 90 per cent. **Short Subjects:** Pathe News.

Industry Saved from Adverse Legislation

The film industry in the Northwest is breathing easier.

The various state legislatures, excepting that of Wisconsin, have adjourned without enacting any adverse movie legislation. The Minnesota lawmaking body was the last one to call it a session.

For a time it was feared that efforts would be made to put through tax and censorship measures in the Minnesota legislature. But the Northwest unit of Allied States and Publix and RKO representatives were on the job and squelched all such moves in their incipiency.

Proposals for a 10 per cent tax on admissions were defeated in the legislatures of both North and South Dakota, with Allied States taking an active part in the fight against the measures.

Two adverse measures are up before the Wisconsin state legislature. One provides for a 4 per cent tax on theatre grosses. The other calls for a minimum age requirement of 21 years for movie machine operators.

ADOPTS FIGHTER

Breese Puts Over Big Publicity Stunt

Lou Breese, master of ceremonies at the Minneapolis Theatre, Minneapolis, got a corking publicity break, crashing into the columns of the Minneapolis Journal aplenty when he adopted one of the headline fighters on a recent fight card as his protege.

A large cut in the sporting section of the newspaper showing Breese and his adopted fighter in training started off the barrage of publicity. His name also was linked with that of the fighter in the various stories published prior to the bout.

Hale Cavanagh of the Minnesota's advertising department, assisted by Tommy O'Laughlin of the theatre staff, a well-known figure in local fistic circles, engineered the unusual exploitation stunt. Just before the fight at the Minnesota Auditorium, attended by a crowd of 8,000, Breese was introduced from the ring.

SUNDAY VICTORY

Two Towns Approve Sabbath Pictures

Sunday movies have been approved by the voters in Worthington and in Northfield, Minn. Proponents of Sunday entertainment, however, lost out at Pelican Rapids, Minn., by a narrow margin. A fight is still on at Willmar, Minn.

Newspapers in various towns throughout Minnesota now without Sunday shows have been coming out editorially in no uncertain terms for the Sabbath day movies.

The prediction is being freely made that before another year there will not be a town in the state without Sunday shows.

ANIMAL SERIES

Going Over Well in This Territory

Animal serials are going over well in the territory, according to H. O. Mugridge, manager of Celebrated exchange, which is distributing a number of these pictures.

Mr. Mugridge recently closed with Publix for the showing of his serials in a number of their houses, including the Aster, a first-run theatre, in the Minneapolis loop.

NEW SERIAL SOON

Midwest to Release Film Starring Harry Carey

Omaha, Neb.—The Midwest Film Distributors, Inc., of Kansas City, Mo., who will open a new branch here May 1, announce that the company will distribute "The Vanishing Legion," a twelve-part serial, starring Harry Carey, now in production by Mascot Pictures Corporation, the only serial specialist in the film industry.

The story by Wyndham Gittens and Ford Beebe, two of Mascot's staff of writers, is being written especially for Carey. "The Vanishing Legion," which will be released in early summer, will be Carey's first serial. Carey recently returned to California from Africa, where he spent many months making "Trader Horn."

Levine plans a cast of well-known serial and feature players in the supporting roles. Rex, known as the "King of Wild Horses," will be featured in support of Carey. Frankie Darrow, the popular child player, has also been engaged for an important role. The balance of the cast will be announced shortly.

B. Reaves Eason, popularly known as "Breezy," who was responsible for the direction of the thrilling chariot race in "Ben Hur," will personally direct the production. Nat Levine will supervise.

Following "The Vanishing Legion," Levine will make three other chapter plays for release this year. Harold E. (Red) Grange will star in "The Galloping Ghost," which will be shown throughout the football season. Rin-Tin-Tin, who made his first serial, "The Lone Defender," under the Mascot banner last year, will be starred in the third attraction, "The Lightning Warrior." The fourth serial will be a detective thriller, "The Eagle's Shadow." All of the Levine serials will be released in twelve all-talking installments.

3 to Johnson

Falls City, Neb.—Sale of the Rivoli, Electric and Sun Theatres here by the Falls City Amusement Co. to O. J. Johnson of Atlantic, Ia., has just been announced. Mr. Johnson recently sold his Atlantic Theatre interests to the Harold Finkelstein Theatres circuit. He, however, has a house at Red Oak, Ia., which he will retain. J. W. Harms of Omaha will manage his local theatres.

Spirit of Cooperation

(Continued from page 3)

ference with exhibitors. Exploitation stunts and tie-ups are suggested. Assistance even is given in arranging tie-ups.

It is well that the distributor realizes that his own prosperity depends upon the exhibitor customers' prosperity. The present system of doing business makes a foundation upon which solid and lasting prosperity can be built.

In the movie business, as well as in every other line of industry, service is the keystone of success.

The selling of the produce to the exhibitor is only the start of the relationship between distributor and exhibitor in the Northwest, not the end. The contact continues until the product is sold by the exhibitor to the public.

This is as it should be.

Governor to Open New Milwaukee Theatre

Milwaukee — Governor LaFollette of Wisconsin has accepted the invitation to make the dedicatory address at the opening of the new Warner Theatre now nearing completion in Milwaukee. The house will be opened, it is now planned, on May 1.

The dedication of the Milwaukee Theatre is to be made an impressive local event, a number of stage and city officials as well as members of local business organizations having accepted invitations to take part in it. The new house is described as one of the most elaborate of all the lately built Warner theatres and has been built in connection with a fourteen-story office building.

APPOINT JANECKY

Kenosha Manager to Milwaukee House

Milwaukee, Wis.—Harold Janecky, formerly manager of Warner Bros.' Kenosha Theatre, Kenosha, has been named manager of the circuit's new house in this city, which is scheduled to open early in May. Mr. Janecky has been connected with Warner Bros. for several years and is succeeded in Kenosha by F. (Doc) Westphal.

Lon Ramsdell, formerly manager of the circuit's Venetian Theatre, formerly with Community Theatres, Inc., operators of several houses in the state, has been named manager of the Venetian.

New Manager

Madison, Wis.—J. B. Kennedy, for the past eight years manager of the Apollo Theatre in Indianapolis, Ind., has been named manager of Fox's Strand Theatre here, succeeding Charles Loewenberg, who has been named state supervisor.

BROWN PROMOTED

Paramount Poster Clerk to Sioux Falls

R. B. Brown, poster clerk with Paramount film exchange in Minneapolis the past year and a half, and well and favorably known along Film Row, received congratulations of his many friends last week upon his promotion to the position of advertising sales manager of the Sioux Falls, S. D., Paramount branch. The promotion came just in time for Mr. Brown to get the benefit of a trip to the Paramount San Francisco sales convention.

Pat O'Halloran from the shipping room succeeds Mr. Brown as poster clerk in Minneapolis.

RULIFFSON UP

Erpi District Manager to New Post

R. H. Ruliffson, Minneapolis district sales manager for Electrical Research Products, Western Electric sound equipment distributors, for the past two years, has been promoted to the position of asisstant to F. B. Rogers, sales manager for the entire central division, with headquarters in Chicago.

The central division embraces all the territory from Ohio to Colorado and from the Canadian line to the Gulf of Mexico.

Mr. Ruliffson is succeeded in Minneapolis by E. C. Leeves, who has been in the E.R.P.I. Chicago sales office. D. E. Maxwell continues in charge of the E.R.P.I. operating department in Minneapolis.

Exchanges Cooperating

(Continued from page 3)

best men in his line in the United States, working out of the Minneapolis office, assisting Northwest exhibitors in the proper exploitation of the product, helping the exhibitor to sell the pictures to the public, and, thus, aiding in every way to obtain the maximum amount of box-office possibilities.

To a lesser extent, other companies, through the Minneapolis exchanges, help the exhibitors. Salesmen are instructed to assist the local exhibitors in the exploitation of pictures sold to the latter. Advice and suggestions are given by the film salesmen relative to the proper way to handle individual pictures.

"The matter has been before the film board and every distributor has expressed himself emphatically on the subject of cooperating to the fullest extent with the exhibitor in helping him to put over his attractions," says W. H. Workman, president of the Minneapolis Film Board of Trade. "The transaction doesn't end with the sale of the product to the exhibitor. It just begins."

Building Goes On

(Continued from page 3)

force is a handicap to the community.

A new theatre also will be built at Cambridge, Minn., in competition with the showhouse operated there now by Ed Behrendt. Ben Berger, president of the Northwest Allied unit, who recently sold several of his theatres to Publix, has announced his intention of building a new showhouse at Ely, Minn., where two other theatres now are in operation.

A new theatre recently was opened by Bonnie Benfield in Milbank, S. D. Several new neighborhood houses have been built during the past summer in Minneapolis.

52 Silent Houses

There's still some work left for the sound equipment folks to do in the territory.

A check-up of the territory by Mrs. Mable Dietz, secretary of the Minneapolis Film Board of Trade, shows that 52 silent houses remain. The survey covered the northwest quite extensively.

Many of these theatres, however, already are doing to sound or have plans to install talkie equipment during the ensuing months. Difficulty is being encountered now in obtaining silent product to supply the needs of these theatres.

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

New Improvements in 3-A Photoelectric

THE new 3-A photoelectric cell, recently announced by Electrical Research Products, offers another example of the constant improvement being made in Western Electric sound picture equipment.

The first cell to be used in Western Electric Sound System was the 1-A cell. This was replaced by the 2-A which embodied structural improvements over the 1-A. The 2-A now is replacd by the 3-A which has a number of improvements over its predecessors both physically and electrically.

The greatest difference lies in the use of caesium compound as the photo-active element instead of a preparation of potassium as used in the two earlier cells. The caesium oxide is coated on a half-cylindrical electrode and a small vertical rod forms the positive electrode. The former cells employed as the photo-active element a potassium preparation coated on th inside of the bulb, with a ring-shaped member forming the positive electrode.

To appreciate the nature of the advantage gained by this change, it is necessary to consider the relation that exists between the characteristic of a photoelectric cell and the light used to operate it.

In apparatus for reproduction from sound recorded on film, the most practical type of exciting lamp, or "sound lamp" as it is frequently called, is a metallic filament incandescent lamp. Most of the light produced by sources of this type consists of yellow, red and infra-red radiations, there being comparatively little blue or violet radiation.

The sensitiveness of a photoelectric cell, that is the current it will pass for a given amount of illumination, usually varies with the color of the illumination. In other words, the cell is more sensitive to some parts of the spectrum than others. In the case of the potassium cell, the sensitiveness was greatest for blue and violet radiation. The greater part of the light produced by the exciting lamp was therefore not utilized. The caesium cell, however, is highly sensitive to radiation within the range produced most abundantly by the exciting lamp, namely yellow, red and infra-red.

This results in the 3-A having much greater efficiency than the 1-A or 2-A. This greater efficiency is such that the output averages more than 20 decibels higher. Individual cells, of course, may show a gain less or greater than the average.

A highly important advantage gained from this greater efficiency is the reduction in system noise which accompanies its use. The response from the cell being greater, the amplifiers can be operated with a reduced gain, thus reducing the volume level of any noise-producing element within the system. This makes the new cell an important factor in enabling sound-reproducing equipments to do full justice to recordings made by the new noiseless process.

Besides output efficiency, there are other improvements to be found in the new cell, such as its ability to produce a more faithful electrical copy or translation of the sound track; its ability to maintain its electrical and circuit characteristics unchanged and its immunity from rapid deterioration and loss of sensitiveness in storage or use.

Sufficient time has not yet elapsed to show what are the ultimate limits of service to be expected from the 3-A cell, but it may be said that whereas the life of the average potassium cell was from nine months to a year, or less if kept in too high a temperature, laboratory tests on the 3-A cell have shown no appreciable deterioration over a period of nine months, whether stored or operated.

NEW TYPE SCREENS

Beaded Screen Corp. Has 2 New Ones

AFTER more than a year of laboratory experiment, the Beaded Screen Corporation announces the forthcoming production of two new sound screens: "Chromolite"—a white, porous, diffusive screen, having a reflective value of over 30 per cent, with perfect permeability to sound without the unsightly perforations now in use, and with the ability to render all the color values projected through color films: "Silverlite"—a combination of the best qualities of the silver and gold fibre screens of the past, improved and brought up to date. This screen is also porous without the unsightly perforations common to the usual run of sound screens.

Both of these screens are designed primarily to meet the demand for more light on the screen. These screens are also characterized by an agreeable half-tone effect.

LIGHT VALVE CONTROL

By V. A. SCHOENBERG
of the Enterprise Optical Mfg. Co., Chicago, Ill.

The light valve control as used on the Motiograph Deluxe sound equipment is a means for the regulation of sound level by controlling the amount of light falling upon the light sensitive surface of the photo-electric cell, thereby controlling the amount of electrons emitted from cell.

It is this particular feature that permits positive control of volume from a slight whisper to maximum output of amplifier system without any sacrifice of frequency response; by its use, the fader device is eliminated from the audio circuit thereby gaining the losses that normally are associated with such devices such as frequency losses and absorption.

Tests have shown that the number of stages heretofore used can be greatly reduced, also that frequencies never before heard were reproduced in naturalness.

The light valve consists of a mechanical means for increasing or decreasing the amount of light permitted to fall upon the cell; it is located within the sound aperture block and controlled at the machine proper. The control dial is over a range of 180 degrees graduated in a series of 15 steps. Its action permits an exceptionally even, smooth change which is gradual and not in steps of several D. Bs, which feature makes sound regulation ideal.

Sound regulation by means of electronic emission control is the most logical position whereby sound reproduction should be regulated, as it eliminates from the audio circuit such devices as pads, faders and the like, also permits the reduction in the number of stages required, the sound reproduction then is equal to that of amplifiers, speakers, and slit adjustment, whatever is recorded on the film, whether it be variable area or variable density—it will be reproduced in accordance to the frequency response of the abovementioned equipment.

Its use permits all stages of amplification to operate at an equal proportional amount, thereby overcoming the possibility of some stages, such as are in the head or pre-amplifier, being crowded and then having its output reduced to a suitable level so as not to overmodulate the first stages of the power amplifier. Usually the output of some head amplifiers are far in excess as to the required amount for the input of the power amplifier. In such cases pads and the faders are used acting as a dam and used also to regulate the input to the power amplifier for sound regulation. By eliminating such device and regulating the amount of input to the head amplifier instead of regulating the output of head amplifier. It can readily be seen that the proper and only practical way of presenting sound as recorded is to regulate and control it at the cell proper.

Sound changeover is accomplished by means of 4 and 3-way switch wired in the 500 ohm output circuits of the head amplifiers. These switches are placed in convenient location in the booth. The light valve need not be adjusted once a level has been ascertained, only for such increase or decrease of volume as required during screening of film.

COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

LEADER!

HITS!

¶ Scan theatre reports on such PARAMOUNT knockouts as "Animal Crackers", "Manslaughter", "Anybody's Woman", "Monte Carlo", "Feet First", "Tom Sawyer", "Morocco", "Dishonored", "Scandal Sheet" and "Skippy"—to pick a few at random—and you've found another of the many reasons exhibitors today have PARAMOUNT foremost in their minds in thinking of product for the present and for the future.

Paramount TRADE MARK Paramount Pictures *Pictures*

GIVES WARNING

Alleged Infringement on Sound Head

Northwest exhibitors are warned by Universal Sound System, Philadelphia, manufacturers of Universal sound-on-film, of an alleged patent infringement on the part of another Minneapolis company distributing a sound-on-film equipment. It is claimed that theatres using the alleged infringing equipment, as well as the offending distributor, will be held responsible for the damages on account of the infringement.

The Universal sound-on-film is distributed in the Minneapolis territory by the Northern Theatre Supply Company at 19 Glenwood avenue, Minneapolis.

In a letter to the alleged offender, Edwin Schweriner, president of Universal Sound System, Inc., announces that the matter will be placed before DeForest Radio Co. and Jenkins Television Corporation.

"Our distributors at Minneapolis and also at Sioux Falls call our attention to the fact that you have imitated our product and are offering same in competition with the genuine Universal sound-on-film which is fully protected by patent licenses," Mr. Schweriner notified the company in question.

"In order to protect the theatre owner against any confusion and also to protect him against liabiltiy on account of patent infringement, we are compelled to communicate this extremely important matter to the licensors of Universal sound heads, which are the DeForest Radio Company and Jenkins Television Corporation. Corporation. The latter may take whatever steps they deem advisable.

"Universal is a licensed equipment and any limitations do not carry the licensed protection. Not only will you be responsible for patent infringement, but any theatre in which your equipment may be installed also will be responsible for damages."

FABLES BOOK

Second Edition of Pathe Subject

The demand for the Aesop Movie Fables book issued by the Sonnett Publishing Company in cooperation with the Van Beuren Corporation to promote interest in this RKO-Pathe cartoon release, has proved such a success that a second edition is under way.

The Aesop Movie Fables book contains cartoon drawings, puzzles, an Aesop's Fable story and songs. The books are being sold in five and ten and chain and syndicate stores as well as being used extensively by exhibitors showing this popular series.

"HORN" POPULAR

M-G-M Special Breaks House Record

Released on a percentage arrangement, instead of being roadshown, "Trader Horn" is breaking box-office records in the territory, according to W. H. Workman, Metro-Goldwyn-Mayer exchange manager in Minneapolis.

The demand for the picture is so big that difficulty has arisen in obtaining sufficient prints. The picture had its premiere in the territory as a roadshow attraction at the Century Theatre, Minneapolis, where it played to $13,000 during its week-run at $1.50 prices. This was considered a very good showing.

"Trader Horn" returns to the Minneapolis loop next month for a grind showing at the State Theatre, one of the leading Publix first-run houses, where regular 60c prices will prevail.

New Par. Opens

North Platte, Neb.—One of the first ten theatres in the United States to be designed especially for sound pictures, the new Paramount here has just been opened. The house seats 1,400 on its lower floor and balcony. It is complete and up-to-the-minute in equipment. Irving Cohen is manager.

Nebel at Racine

Racine, Wis. — Charles Nebel, formerly of the Community Theatres, Inc., Milwaukee, has been named manager of Warner Bros.' Venetian Theatre here, succeeding Lon Randsdell, who has managed the theatre for the past several months. Henri Margo, formerly of the circuit's Sheboygan Theatre, has been named assistant to Nebel. He succeeds Robert Clark.

PUBLIC APPEAL

RKO-Pathe Advertises to the People

New York — Newspapers, fan magazines, and radio will be used by RKO-Pathe to advertise direct to the public in an intensive campaign to aid the exhibitors, according to Ned E. Depinet, vice-president and general sales manager.

Details of the campaign will be handled by A. P. Waxman, advertising counsel. The personality group of stars, the 21 feature productions and RKO-Pathe's short subjects will be exploited in full page ads in fan magazines and key city newspapers. In addition, a weekly broadcast through 42 radio stations from coast to coast will carry the company's message. The hour is 10:30 to 11 Eastern Standard Time, through the RKO Theatre of the Air, NBC hook-up.

TO CONVENTIONS

Managers Departing for Conclaves

There has been an exodus from Minneapolis Film Row eastward and westward convention bound.

C. A. Roeder, Paramount exchange manager, headed by a party of Paramount staff men which went to the San Francisco sales convention as guests of their employer. In the party were Ben Blotchky, district manager; L. M. Palmquist, advertising sales manager, and six salesmen.

L. E. Goldhammer, Minneapolis manager of Warner Brothers' exchange, has been in California the past several weeks on his vacation. He went from Los Angeles to San Francisco for the Warner Brothers' sales convention. Six salesmen from the Minneapolis exchange went to the Frisco convention.

M. A. Levy, Minneapolis Fox exchange manager, and his staff of salesmen left for New York last week to attend the Fox convention. M. E. Montgomery, Pathe exchange manager, and his salesmen are in Chicago at the annual meeting.

A REAL ISSUE

Freuler Points Out a Real Necessity

Popular entertainment at popular prices, according to John R. Freuler, president of Big 4, is the real issued at any time, and particularly now. Trends may come and go, but the practice which has made for the success of American business is the public's money's worth at pirces the public can pay.

If, as has been rumored, "many theatres will be forced to close before summer unless the supply of wholesome family pictures is increased to meet the demand," the situation presents a very serious problem to all concerned. Large producers, independent producers and exhibitors of all classes are involved. It is clearly a case of underproduction of playable product. Product should be built of wholesome, de-sexed, action material along popular lines, sacrificing lavish sets, costuming and overhead which increase production costs, says Freuler.

Recognition of the imporance of keeping houses open during the summer months should be seriously regarded by major and independent producer alike, Freuler believes. If, in certain territories, the double-feature policy results in added revenue to the independent producer, in additional playing situations to the major companies, and permits exhibitors to keep their doors open it should be welcomed, and studio activities should be speeded to meet a two-fold market.

TIFFANY TO MOVE

To Operate From Educational Office

Tiffany's Minneapolis exchange will move on May 3 from its present quarters on Western avenue into the Educational offices, 1111 First avenue north, as a result of the Tiffany-Educational consolidation.

Separate sales' organizations are to be maintained by the two companies, with Tom Burke continuing as Tiffany manager and Harold Johnson remaining as Educational head.

Exceptionally strong product is resulting in the biggest Tiffany business in the history of its local exchange, Mr. Burke reports. The demand for "Hell Bound" and "The Single Sin," two outstanding pictures, is particularly heavy, he says.

Contracts with Publix for loop first-run showings for "Hell Bound" and "The Single Sin" in both Minneapolis and St. Paul were closed last week by Mr. Burke. Both pictures will play all the Publix situations in the territory.

GOOD LEGIT BIZ

Talking not Hurting Stock Shows

The talkies are not hurting the flesh-and-blood spoken drama in Minneapolis, judging by the attendance at the Shubert Theatre where the Bainbridge dramatic stock company holds forth.

Bolstered by noted guest stars, the stock company is doing a splendid business despite unfavorable general conditions.

With Violet Heming, one of Broadway's most popular luminaries, heading the cast the past two weeks, the Shubert played to large crowds.

A. G. Bainbridge, managing director of the stock house, says the talkies make converts for the flesh-and-blood drama.

On the other hand, the movies believe that the stock house also makes converts for them.

Neither regards the other as opposition.

Incorporation

Manitowoc, Wis. — Articles of incorporation have been filed by the Great Lakes Amusement Co. Signers of the articles are Francis Kadow, George Erdman and Arthur Wysemann. The corporation will operate the Mikadow Theatre here which has been conducted for the past many years by John Mikadow.

Deny Contract Enforcement

Oklahoma Court Refuses to Force Showman to Abide by Paramount Contract.

Pawhuska, Okla.—Judge Jesse Worten in the district court here last week ruled that the standard exhibition contract was in restraint of trade and that his court would not enforce it. The ruling came in the suit of Paramount against E. V. Weaver, owner of the Osage Theatre, Shidler. The suit asked damages of $1,081 for Weaver's refusal to play and pay for 29 pictures on his contract which called for 69 pictures.

Testimony showed that the plaintiff and 11 other major distributing companies engaged in interstate commerce controlled 98 per cent of the picture distribution in Oklahoma. Testimony further showed that these 12 companies had an agreement among themselves by which they would not furnish pictures to any exhibitor unless he signed the standard contract they used.

This section of the contract, according to attorneys for the defendant, had been adjudged by the United States supreme court in a case, in which the plaintiff in the local case had been a party, to be unreasonable and material restraint of interstate commerce in violation of the Sherman anti-trust law.

In deciding the case Judge Worten said there were only two decisions that he could make: to enforce the contract and render judgment in full or to refuse to enforce the contract as a whole. He held that the contract was one-sided and in restraint of trade and said the court could not enforce it.

MORE ARBITRATION DECISIONS

to Follow That of U. S. Opinion in Case of National vs. Paramount, Says Gabriel Hess.

"The importance of the decision of the United States Circuit Court of Appeals for the fourth circuit in the case of Paramount-Publix vs. National Theatres Corporation, lies in the fact that it will be followed by all of the United States district courts throughout the country," says Gabriel Hess.

"While the U. S. District Court in several jurisdictions has decided some of the questions involved in the instant case in favor of the distributors' contention, this is the first case passed upon by any United States court of appelholds that the distributor is not required to proceed first to arbitrate as provided in the standard exhibition contract before bringing an action for breach of contract; that the standard exhibition contract is divisible and that where agreements in restraint of trade are unlawful in part, they are enforceable as to the parts that are not unlawful."

Musicals Going Out

New Programs Show Fewer of This Type of Entertainment; Only Shorts in Music.

Hollywood—A survey of the producers' new program schedules indicates that musical features have been practically eliminated from the season's programs. It is felt by the producers that the public is not yet ready for a sudden return of this type of entertainment and only musical shorts will be included in the lineups.

There is a belief, however, that musicals will return next season, but the trend back to them will be a slow and gradual one.

CAREY SIGNED

Star to Appeal in Mascot Serial

New York — Nat Levine, president of Mascot Pictures Corporation, the only serial specialist in the film industry, announced last week that he had engaged Harry Carey, featured player in Metro-Goldwyn-Mayer's "Trader Horn," for the leading male role in "The Vanishing Legion," a twelve-part, all-talking serial. The story by Wyndham Gittens and Ford Beebe, two of Mascot's staff of writers, is being written especially for Carey. "The Vanishing Legion," which will be released in early summer, will be Carey's first serial. Carey has recently returned to California from Africa, where he spent many months making "Trader Horn."

BRANDT DENIES

Cartoon Subjects to Stay With Columbia

New York—When Joe Brandt, president of Columbia Pictures, returned from the coast last week and learned of the printed reports that Disney's "Mickey Mouse" and 'Silly Symphonies" would be released through United Artists next year, he issued the following denial:

"Columbia Pictures have the "Mickey Mouse" and "Silly Symphonies" cartoons internationally. Despite rumors to the contrary the distribution of the Disney features is still vested in Columbia under the terms of a contract which is drawn for an extended period. Columbia has a new series of both brands of the Disney shorts scheduled for the new season and will make it public at the same time that it announces its new program."

Radio Pictures have purchased "The Slander Girl" by Rex Beach for its coming production program. "White Shoulders" and "Young Donovan's Kid" from "Big Brother" are two other Beach stories which are yet to come from this producing company.

Buys "Girl Crazy"

Hollywood—Radio Pictures has has finally completed contracts with John McGowan and Guy Bolton, authors, and George and Ira Gershwin, composers, for all screen rights to "Girl Crazy," musical hit now holding the boards on Broadway, according to an announcement by William LeBaron, production head.

To Start Monogram Sales Drive on May 1

New York—Monogram Pictures Corporation, through Harry H. Thomas, vice-president of exchanges, has announced that the first big shot in the Monogram drive which is to be put on for contracts on the new "Monogram Twenty-Eight," released by the cooperative exchange group recently formed, will be fired May 1 when one hundred salesmen will be turned loose in twenty-four Monogram branches on the new product.

The personnel in charge of the various branches for this drive has been ennounced as follows:

Morris Epstein, New York; Herman Rifkin, Boston; B. H. Mills, Albany; Jay Berkowitz, Buffalo; Sam Seplowin, Detroit; Sam Flax, Washington, D. C.; H. H. Everett, Charlotte; Arthur C. Bromberg, Atlanta; Leo Seichnaydre, New Orleans; James Alexander, Pittsburgh; Irving Mandel, Chicago; W. M. Sipe, Indianapolis; Nat Steinberg, St. Louis; Robert Withers, Kansas City; Harry Silverman, Oklahoma City; Joe Silverman, Dallas; J. T. Sheffield, Denver; M. D. Dryness, Portland; M. Hammond, Salt Lake City; W. H. Lamont, Seattle.

1,100 New Accounts

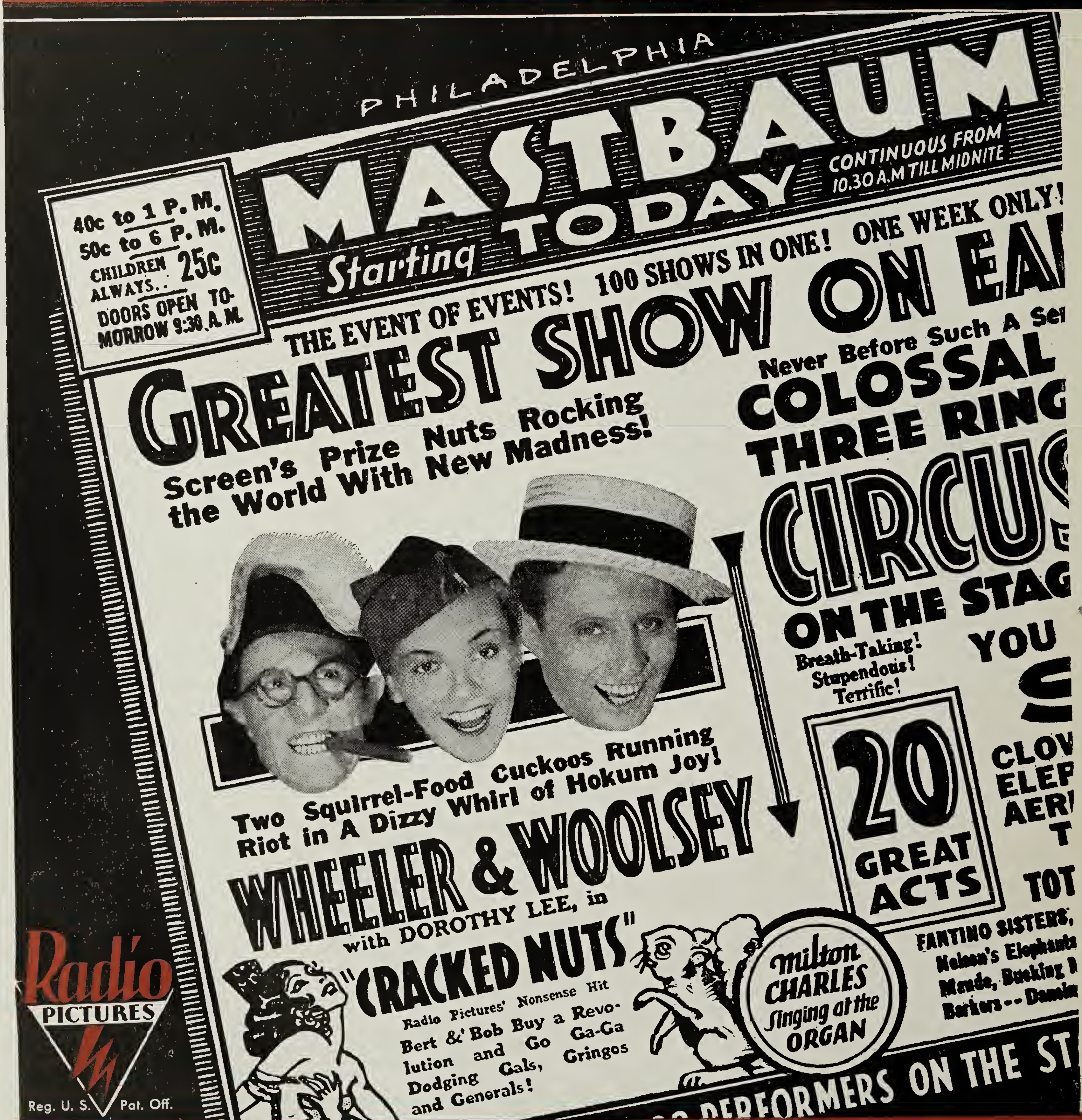
New York — A. H. Schnitzer, short subject sales manager for RKO-Pathe, announces an increase of 1,100 theatres newly contracted for Pathe Review, the Magazine of the Screen. Thomas Chalmers, now editing Pathe Review, is lining up many new angles of interest to incorporate in the thirteen scheduled releases for the coming year.

New Title

Hollywood—The title of Richard Dix's next picture, "Born to the Racket," has been changed to "Young Donovan's Kid." The picture is from the Rex Beach opus, "Big Brother," and contains a cast which includes Boris Karloff, Marion Shilling, Frank Sheridan, Jackie Cooper, recent kid sensation, Fred Kelsey, Dick Rush, Robert Wilber, Harry Tenbrook and Jane Talent.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

CIRCUS THUNDER



PHILADELPHIA

MASTBAUM

Starting TODAY

CONTINUOUS FROM 10.30 A.M TILL MIDNITE

40c to 1 P. M.
50c to 6 P. M.
CHILDREN ALWAYS.. 25c
DOORS OPEN TOMORROW 9:30 A. M.

THE EVENT OF EVENTS! 100 SHOWS IN ONE! ONE WEEK ONLY!

GREATEST SHOW ON EA

Screen's Prize Nuts Rocking the World With New Madness!

Two Squirrel-Food Cuckoos Running Riot in A Dizzy Whirl of Hokum Joy!

WHEELER & WOOLSEY

with DOROTHY LEE, in

"CRACKED NUTS"

Radio Pictures' Nonsense Hit

Bert & Bob Buy a Revolution and Go Ga-Ga Dodging Gals, Gringos and Generals!

Never Before Such A Se

COLOSSAL

THREE RING

CIRCUS

ON THE STAG

Breath-Taking! Stupendous! Terrific!

20 GREAT ACTS

YOU

S

CLOV
ELEP
AERI
T

TOT

FANTINO SISTERS,
Nelson's Elephants
Mende, Bucking
Barkers -- Dancin

milton CHARLES Singing at the ORGAN

PERFORMERS ON THE ST

Radio PICTURES

Reg. U. S. Pat. Off.

CRACKED

FOR ACE COMICS!

Hail the Return of the Golden Days! Warner's Mastbaum Gives Barnum and Bailey Treatment to "Cracked Nuts" and Grabs Top Grosses. Show Replete with Pink Lemonade, Peanuts and Crackerjack Aimed Flush at American Youth with Big Top Atmosphere Bringing Joy to Phillie!

BERT

WHEELER

ROBT

WOOLSEY

with DOROTHY LEE

EIGHT-RING HIPPODROME OF GAGS

NUTS

FINANCE CHAIRMAN

Maurice Goodman With Columbia

Nw York—Negotiations which have been under way for some time between Joe Brandt, president, and Jack Cohn, treasurer, of Columbia Pictures Corporation, and Maurice Goodman, for brniging the latter into Columbia in an important advisory capacity, have just been concluded. Mr. Goodman is to become chairman of the frinance committee. Mr. Goodman is well and favorably known in the theatrical industry generally, having been associated for many years with the Keith-Albee-Orpheum circuit, of which he was vice-president and general counsel. He resigned some eighteen months ago and resumed the private practice of law.

TO DIRECT CANTOR

Sutherland Will Guide "Palmy Days"

Hollywood — Eddie Sutherland will direct Eddie Cantor in "Palmy Days," the new comedy which will be produced by Samuel Goldwyn for United Artists release. Sutherland is under contract to Paramount, but Goldwyn prevailed upon officials of that company to spare the director for the Cantor feature.

Sutherland has just completed "Up Pops the Devil" for Paramount, and among his other successes are "June Moon," "The Gang Buster" and the Wallace Beery-Raymond Hatton comedies.

NEWS REPORTER

M - G - M Newsreel Adds Innovation

Chicago — The news-gathering and disseminating resources of the newspaper, the radio and the screen are to be combined in the reproduction of an entirely new type of newsreel, according to announcement made by E. B. Hatrick, general manager of International Newsreel Corporation, at the Metro-Goldwyn-Mayer sales conference held in the Drake hotel in this city, April 26-27.

Acocrding to Mr. Hatrick, the Hearst Metrotone News, distributed by Metro - Goldwyn - Mayer, will under the new arrangement, include in addition to news subjects in natural sound, an annoucer to be known as "The Globe Trotter, the Radio Voice of the Hearst Newspapers." At the present time, daily throughout the country in every city where Hearst newspapers are located, "The Globe Trotter" broadcasts the interesting news dispatches of the day.

48 Features, 197 Shorts from M-G-M for 1931-32

Prominent Players and Directors Included on New Schedule Just Announced.

Chicago — Forty-eight feature productions and one hundred ninety-seven short feature releases will make up the Metro-Goldwyn-Mayer production output for the 1931-32 season, according to announcement made at the annual sales conferences held at the Hotel Drake, April 26-27.

More than half of the feature releases for the coming season are vehicles for the fifteen leading stars now under exclusive contract with Metro-Goldwyn-Mayer. This star line-up is the largest to be presented in the history of the company. Simultaneously working at the Culver City studio will be Marion Davies, Greta Garbo, John Gilbert, Ramon Novarro, Marie Dressler, Joan Crawford, William Haines, Norma Shearer, Buster Keaton, Robert Montgomery, Wallace Beery, and Lawrence Tibbett.

Among the players under contract to M-G-M who will support these stars, or who will appear themselves in leading roles are Dorothy Appleby, Lionel Barrymore, Edwin Bartlett, William Bakewell, Charles Bickford, Lilian Bond, Edwina Booth, John Mack Brown, Janet Currie, Reginald Denny, Kent Douglass, Cliff Edwards, Phillis Elgar, Madge Evans, Clark Gable, Ralph Graves, Charlotte Greenwood, Neil Hamilton, Leila Hyams, Jean Hersholt, Hedda Hopper, Leslie Howard, Dorothy Jordan, Joan Marsh, Adolphe Menjou, John Miljan, Ray Milland, Conchita Montenegro, Polly Moran, Karen Morley, Conrad Nagel, Ivor Novello, Monroe Owsley, Anita Page, Irene Purcell, Majorie Rambeau, C. Aubrey Smith, Ruth Selwyn, Gus Shy, Lewis Stone, Ernest Torrence, Lester Vail and Robert Young.

197 Shorts

The Hal Roach studio looks forward to one of its busiest seasons with Zasu Pitts and Thelma Todd added to the studio roster as an important co-starring team. The line-up for the coming year includes eight pictures starring these two comediennes; eight Laurel and Hardy releases; eight comedies starring Charley Chase; and eight Our Gang productions.

48 from Fox Films

Season Starts July 26; Important Screen Styles Observed in Selection by This Producer.

New York—Forty-eight feature pictures will be released by Fox Film Corporation during the season of 1931-32 beginning July 26. In the line-up the picture-going public will see the names of many of their favorite screen personalities.

More than ever before in the history of Fox Films, Vice-President Winfield Sheehan, in charge of production, has built the appeal of the company's product around the drawing power of its stars and featured players. This policy is in response to the public's evident preference for "names" with box-office appeal, supported by good stories.

This sales plan is the result of year-round contact between J. R. Grainger, vice-president in charge of distribution, and the leading theatre owners throughout the country, which serves to keep Mr. Grainger and Fox Film Corporation alert to the changing demands of motion picture patrons. The production policy of the company for the new season therefore embraces all the important screen style indications, as well as some novelties. The program of forty-eight pictures announced for next season will be kept sufficiently elastic to permit inclusion of up-to-the-minute ideas as they develop through the year.

N. S. S. SALES MEET

Announce 3 New Type Trailers

Chicago—A sales conference for National Screen Service officials and representatives was held here for two days, April 25 and 26.

Three new types of trailers will be handled by National this season, it was announced. There will be an organlogue, a song number specialty and an announcement trailer on summer cooling.

Since the consolidation of National Screen with Ad-Vance Trailer Corporation, Morton Van Praag is the new sales manager, while Pat Garyn is assistant to the president.

VOLTAGE CONTROL

New Unit for Sound System Used

In order to obtain most satisfactory results from sound equipment of the type utilized in the amusement field and in hotels, apartments, and theatres it is essential that the input power to the amplifier be maintained constantly at the rated voltage. Although the various power transformers in an amplifier are usually equipped with primary switches so that the unit can be adjusted for any input voltage within certain limits, if there is a tendency for line voltages to fluctuate a master power control is essential.

A manually-operated-line-voltage control unit of convenient size has just been announced by the American Transformer Company, of Newark, N. J. This unit was especially designed for the purpose described above, is for use in 50/60-cycle circuits, and consists of an adjustable auto-transformer with a meter for indicating the voltage supplied to the power circuits of the amplifier. The device will permit of maintaining the voltage at a constant value of 110 or 115 volts, as desired, and may be used where the existing supply is between 90 and 130 volts. Adjustment is accomplished by a special multipoint switch which increases or decrease the potential in 5-volt steps without opening the circuit at any time. It has an electrical rating of 750 va.

The AmerTram power control Type T-750 is housed in a compact sheet metal box designed for wall mounting. It requires a wall space of 6¼" by 11¼" and the overall depth is only 9". The meter employed is a 3" diameter flush-mounted instrument and the control is a large bakelite knob 2¼" in diameter.

Dolores Del Rio has been signed to a one-year contract, rather than for one picture only, according to an announcement by William LeBaron, production head for Radio Pictures. The company has ambitious plans for the fiery little Mexican heroine of numerous screen hits.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

The Last Parade, Jack Holt—A darn good picture and one that wil bring them in and satisfy them, too. Recommended for everyone.—Art B. Taylor, Emerson Theatre, Brush, Colo.

FIRST NATIONAL

Top Speed, Joe E. Brown—A proproduction that gives satisfaction in every respect. "Big Mouth" Joe E. Brown displays his usual mirth-provoking actions and hokum in a comedy-drama of more than usual interest. It has more than usual drawing power.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Widow From Chicago, with Alice White—Has unusual situations and holds the crowds' interest throughout. Then it ends good and sends them out smiling.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

FOX

Connecticut Yankee, Will Rogers —Held over for second week. Excellent picture and business.—William Nobe, Midwest Theatre, Oklahoma City, Oka.

The Princess and the Plumber, Charles Farrell—One sweet little family picture. A clean story all the way through and it will send them all home smiling and pleased.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

METRO-GOLDWYN-MAYER

Good News, Bessie Love — This picture is sure nuff "good news" to your box office. Draws and pleases and how! A peppy college picture full of life and vim that make the whole crowd wiggle with joy. Recording on disc good.—J. W. Crabtree, Metro Theatre, Carendon, Ark.

Min and Bill, Dressler-Beery—They sure liked this one. It has more than usual interest and the acting is so good you almost forget it's a "picture." Drew well.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Reducing—Dressler and Moran—Another of the fine shows these two have been turning out. Plenty laughs and a tear or two.—Art B. Taylor, Emerson Theatre, Brush, Colo.

Strangers May Kiss, with Norma Shearer—Picture pleased and enjoyed good business.—Wm. Noble, Criterion Theatre, Oklahoma City, Okla.

War Nurse, Anita Page—A good picture of its kind. Didn't click here, however. Anything that looks like a "war" picture is taboo in this town.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Love in the Rough, Montgomery-Jordon—A very good picture with Benny Rubin stealing the lead. It's a golf story.—R. C. Gentry, Lyric Theatre, Baldwyn, Miss.

RKO

Beau Ideal, Ralph Forbes — A Herbert Brenon production. Pictures like this are a total loss to the average small town. Slow, draggy, confusing in picturization on screen makes it more than boresome. How this Herbert Brenon has got them fooled as a director is beyond me. Every picture I have had with this bird directing has been a terrible flop. No good for small towns.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Half Shot at Sunrise, Wheeler and Woolsey — An excellent picture with the "cukoo" nit-wits at their best. You can't go wrong on this one.—R. C. Gentry, Lyric Theatre, Baldwyn, Miss.

Hook, Line and Sinker, Wheeler and Woolsey—An excellent comedy that somehow did not click for me. No fault of the picture for it's extra good all the way through. The boys get into the hotel business and get mixed up with two rival gangs. They carry off the honors of war and one gets the girl and the other gets her "ma" so they live unhappily ever after. Play it, sure! —J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Silver Horde, Brent-Wolheim—A mighty good picture with the right amount of action; a very good saturday picture; sound on disc is good—R. C. Gentry, Lyric Theatre, Baldwyn, Miss.

RKO-PATHE

Her Man, Heen Twevetrees—A splendid production that failed to click on account of poor advertising. Posters (11x14) on this are color. No interest pictured. The picture is more than good, too.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Painted Desert—Wm. Boyd.—A high class western production that is exceptionally good for Saturdays. Has plenty of action all through and will please the crowd 100 per cent. Good story and cast.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____

Star ____________________ **Producer** ____________________

Remarks: ____

____

____________________ **Weather:** ____________________

Title ____

Star ____________________ **Producer** ____________________

Remarks: ____

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

"Freak" Campaign on "Cracked Nuts"

FREAK exploitation stunts befitting the picture were utilized by the RKO Orpheum, Minneapolis, to put over "Cracked Nuts," the latest Wheeler and Woolsey comedy.

Through a tie-up with a leading food establishment, small packages of nuts were given away in the store and in the theatre lobby in advance of the showing. "Crack these and then see 'Cracked Nuts,'" the envelopes stated.

Two men with their clothes on backward were employed as a ballyhoo in the loop. They pushed a baby carriage containing a doll and a phonograph with a crying record concealed through the downtown streets. Signs on their backs read: "We're just a couple of cracked nuts. See 'Cracked Nuts' at the RKO Orpheum."

On Saturday two youngsters staged a peanut pushing contest down Hennepin avenue, one of the main thoroughfares. They carried "Cracked Nuts" signs on their backs. A truck also was out with 24-sheets on it, covering the Twin Cities.

Front Display on "Seas Beneath"

AN attractive front display was turned out by the Publix art department for the showing of "The Seas Beneath" at the Lyric Theatre, Minneapolis.

A large German submarine in full camouflage colors was painted over a 30-foot canvas banner which spanned the outer lobby. There were 4x12 panels which were covered with stills and which butted a 30-foot banner on each side. The box-office face was covered by a 7x12 panel upon which was reproduced in water colors a sinking fish, torpedoed by a submarine in the foreground.

In addition there was used a 4x6 board covered with newspaper clippings tying the submarine "Nautilus" in with the picture. There also was a mirrored perescope built of compoboard through which was shown the picture of a sinking ship at the other end.

U. S. Navy posted special one-sheets on their conscription boards which were used throughout the city.

This Is Good

A WEEK before the opening of the picture "The Front Page," at RKO's Capitol Theatre, Madison, Wis., John Scharnberg, manager of the theatre, together with a local daily featured a clever publicity stunt. To the first person calling the newspaper and giving a tip on a front page news story, one dollar in cash and a guest ticket to the theatre to see the picture was awarded the winner.

The stunt came in for plenty attention and resulted in an excellent amount of publicity for the theatre.

Tie-up With Baby Ruth Gum

THE Minnesota Theatre, Minneapolis, had an unusual tie-up with the Baby Ruth chewing gum people in connection with the picture, "Strangers May Kiss," current attraction.

In the Minnesota lobby, more than 25,000 sticks of gum were distributed by Baby Ruth representatives with slips stating, Strangers May Kiss After Chewing Baby Ruth gum."

The reading matter on the covers of the sticks drew many a hearty laugh and caused considerable comment which didn't hurt the picture's box-office chances any.

Tie-Ups On "Lonely Wives"

THE exploitation pages of "Lonely Wives" mentions national tie-up possibilities. The Underwood portable typewriter scene stills are available and dealers have been notified to cooperate. With Radio-Victrola is a tie-up on window and loan of instrument for lobby. Kellogg's Corn Flakes lends itself to many grocery store display and tie-ups. Printing on paper towel with copy, "Crying towel—you'll laugh till you cry, etc." is an inexpensive way of getting attention.

Do You Know Your Neighbor?

By WILLIAM JACOBS

"ONE hand washes the other."

No stronger truth can be applied to the never-ending task of keeping a theatre's seats filled.

If you work with the merchant, he will work with you.

Downtown merchants are primarily interested in bringing great crowds to their district. They want ideas and stunts that will draw them there.

Get acquainted with the advertising managers. Meet their bosses. Establish their confidence in you and your house.

Don't run to the same group every time you want to put over a campaign. Go the rounds. Don't wear out the easy ones. The hard ones will go along with you when you least expect it.

Our experience proved: never make a promise to a merchant you can't possibly keep. Not to permit your enthusiasm to oversell an idea. Nor to play one merchant against another. And above all to remember to give them a little more than their share.

You of the residential, suburban and rural districts have the same opportunity. Every community, whether large or small, high, middle or low class, is susceptible to the same appeal. Give it to them.

Cooperating sincerely and fairly with newspapers brings vigorous reciprocation.

Supporting civic undertakings brings invaluable good-will.

Helping charitable institutions in time of need has established lasting gratitude.

Join the booster business clubs; they will boost for you.

Schools, colleges, associated business organizations and other bodies are yours for the using, when you have wisely cultivated their good will.

We have had the "onetime around" so-called selling "expert" scoff at this thought. His blind philosophy was, "Leave 'em alone, until you need 'em." Our experience has blasted this arrogant theory.

Isn't it easier to sell to someone you know?

Try it!

"A clean hand washes the other one clean."

Another Want-Ad Opportunity

IN Pocatello, Idaho, R. E. Archibald, of the Orpheum, got together with the Tribune there and offered passes to boost the want ad page. In return for passes the Tribune agreed to give Orpheum all the free space possible. Tickets were offered to all those who placed ads in the classified columns a few days in advance of the showing, "It Pays to Advertise." The paper used one-inch ads throughout, reading: "If you'd like to see one of the year's best talking pictures, free, turn to page seven." On page seven appeared a three-quarter page ad detailing all information.

Paper Money In Action

TO secure an important window location in a bank or a building and loan association on "Quick Millions" use this one. A display can be constructed of wire mesh tapering from two feet wide (at top) by three feet high to several times these dimensions, space permitting. A hole is cut in the baseboard to admit air current from small fan beneath. Paper money will circulate, falling directly aided by tapering construction which causes them to drop in direct line of air current. Space at top and bottom or sides is utilized for picture title and theatre.

Varied Selling Ideas Used on "Dirigible"

NEW YORKERS were hailed and sold right and left, before and during, the premier presentation of "Dirigible" at the Central Theatre.

Every publicity selling source was tapped. Spectacular as well as modest ideas were included in the campaign.

Al L. Selig, J. H. Gallagher and assistants set out in a thoroughly organized manner to build up an etensive interest in keeping with the importance of "Dirigible."

While not all of the ideas and stunts can be used in their entirety for subsequent runs, a majority of them with minor deviations are applicable.

Tabloid Cooperates

The Daily Graphic cooperation formed the foundation for a wide appeal. It printed the story of 'Dirigible" in serial form for fourteen days. It used a banner across the front page when the first episode appeared. Two-sheet posters were placed on both sides of the many trucks. On the opening night, the Graphic pulled out a two-column by ten-inch photo of its front page and in its place used copy specially written, headed "xtra," and publicity matter on the picture. Ten thousand copies were printed and handed out by regular newsboys at all theatre exits.

Display at Theatre

A model of a captive dirigible was flown from the roof of the theatre. A spotlight played on it from the roof.

A truck with two sunlight arcs was placed in front of the theatre across the street on Broadway and were kept burning from 7:30 until 11:30.

Three weeks prior to the opening a huge banner was hung from the Broadway front of the Claridge hotel. Another was placed at another prominent spot.

A special sign with five-foot letters of the title was painted on the side of the theatre.

An arrangement with the U. S. Navy Recruiting Bureau makes possible the use of ten thousand "A" boards throughout the country which will carry a specially designed poster, combining recruiting copy with advertising about "Dirigible."

In stores and windows throughout the country, 50,000 cards called Pictorial News and carrying stills from 'Dirigible" will be displayed.

Ideas Easily Used

While the following tie-ups were used in New York the biggest percentage of them can be used effectively in any size campaign.

The Liberty distributor covered the entire five boroughs with 35,000 tabloid heralds.

Men calling out a sensational headline handed out 15,000 tabloids in Times Square.

Fifteen hundred windows in New York City displayed special window cards using copy on Jack Holt.

On all news stands in Manhattan 1,500 special cards were tacked reading, "Read the Story in the Graphic and See the Picture at the Central Theatre."

Arrangements were made with leading hotel managers to stuff the guests' mail and key boxes with small cards. Twenty-five hundred were used.

The Majestic distributor placed 1,500 window streamers in all Manhattan and Bronx dealers' stores.

A picture of Jack Holt was used on 1,000 window cards distributed by the Remington Arms Company dealers, selling their gun.

Stores selling the Sheaffer Fountain Pen used 1,500 window streamers showing Holt holding their pen.

Three hundred and fifty tie-up cards and mounts were placed in windows handling Radiotron radio tube.

Dealers in Barbasol placed 200 tie-up cards with Jack Holt on them.

A photo of Frank Capra and the Royal typewriter was placed in all windows of stores selling this typewriter.

A scene of Jack Holt in his car on 150 cards were used on the window of Cord car dealers.

Fashion Knit men's ties with Jack Holt and this tie were used on 150 cards placed.

Book Display

The Whalen Drug Company gave 50 windows to the display of the A. L. Burt book on "Dirigible." There were 50 windows in various Liggett's Drug Stores as well as seven Penna Drug Company Stores and fifty windows by the Womrath Book Company.

With Jack Holt and Lucky Strike tie-up, 1,000 window strips were distributed by the American Tabacco Company.

Four special windows in the Conn Musical Instrument Stores, using the still on the band playing and Jack Holt directing.

The Jacobs' Stores, men's furnishers, displayed Jack Holt in a new mode pajama suit in their four Broadway windows.

Newspapers in seventeen Westchester counties were covered with sepcial stories on aviation.

Thirty-two Walgreen drug stores used 50,000 special throwaways. They were inserted in the packages as they were wrapped. Walgreen also used 50,000 special napkins.

Heavily Billed

One hundred and five 15 by 19-inch enlargements of Jack Holt were placed in Broadway and Times Square windows.

In the Times Square district 250 regular "Dirigible" window cards were placed, and 300 one-sheet cards were tacked.

This selling campaign should prove the possibilities of "Dirigible."

COPY!!

For that emergency use when words fail you and you want to get away from using "greatest," "best;" "marvelous" and other over-used superlatives. Here is COPY that has been successfully used and which you can clip and paste for newspaper advertising.

Ask your newspaper editor what constitutes the most important part of any newspaper story. He will tell you, first the "head" and second, the first paragraph. He will tell you that many people read only the "head" and that a majority read only the first paragraph.

It is then logical to assume that very few people read your entire ad, and it follows that you must get the public's eye with your first line and carry them with that line to the balance of your material if possible. These headlines, catch lines and phrases are put at your disposal in order that they may, if possible, pique the curiosity of your patrons and get them to read your entire message.

It's as unusual as a
——— *Blue Moon!*

A plot as thin as a cafeteria tea
--but laughs--oh! Boy--they're as thick as
--Blondes on Broadway

NOW! Make no Mistake!
--This is Worthwhile!

Its sweetness lingers.

COME!
---Give your heart a treat!

NOW!
a red hot story of the
frozen north.

A Lavish Tip
——— *GO!*

For Grins, Giggles
chuckles and glee---Here's
the picture you want to see!

Wham—M—M
---A Natural---A Sure Winner

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title____________________

Star____________________

Producer________________

Comments________________

____

____

____

____

____

Title____________________

Star____________________

Producer________________

Comments________________

____

____

____

____

____

Title____________________

Star____________________

Producer________________

Comments________________

____

____

____

____

____

Exhibitor's Name ________

House Name______________

Town____________________

State___________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

SOUND-ON-FILM—Modern, up-to-date, economical; uses no head amplifiers or batteries; all AC operated. Reproduction equal any on market. Information on request. Public Address Service Co., Dallas, Texas. 4-28

PERFECT FIT SEAT COVERS made to measure; guaranteed fit and lowest prices. Linenettes 45c (40c lots of 1,000), Belgium linens 65c (60c lots of 1,000). We manufacture all seat covers. Tri-State Theatre Equipment Exchange, 1403 Fifth Ave., Pittsburgh, Pa. 4-28

AUDITONE turntable outfit with new E. De Vry projector; $750 outfit, $500 cash. B.362, Associated Publications. 4-28

GENERATORS for quick sale; 3-25-25 amp. Roth generators with panel and resistors, $200 each; 1-20-40 continental generator with panel, $175. B-363, Associated Publications. 4-28

THEATRES WANTED

THEATRE OWNERS wanting o sell, get our plan. We have a irect buyer to seller method. Kashfinder, Wichita, Kas. tf

WANT TO TRADE hotel furniture and lease for theatre equipment and lease. Hotel will make good home and income. Sam Fringer, Mangum, Okla. 4-28

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our eceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those exceptionally low rate of 10 page.

FOUR insertions for the price of three. Terms, CASH WITH ORDER. Mail your copy with remittance to Associated Publications, Inc., 4704 E. 9th St., Kansas City, Mo.

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXPERIENCED sound projectionist wants position immediately. Paul Hadley, Piggott, Ark. 4-28

THEATRE MANAGER — Have diversified buying experience; excellent knowledge of publicity, sound, acoustics, projection, exploitation, music, house management, financial reports, stagecraft. Command all requirements that go to make up the successful operation of modern theatre; age 37. Write B-361, Associated Publications. 4-28

OPERATOR - ELECTRICIAN wants position; repairs projectors, and sound equipment; ten years' experience; married. Walter Ingalls, New Hampton, Iowa. 4-28

ART MAN - PROJECTIONIST; married, reliable; any location considered. B-351, Associated Publications. 4-28

PROJECTIONIST—Five years; experienced on Western Electric and other sound equipments. State salary. References. Address Wayne Smith, 629 Burton Ave., Eureka, Ill. 4-28

OPERATOR - ELECTRICIAN. Repairs own projectors; ten years' experience. Box 282, Mason City, Iowa. 4-28

PROJECTIONIST — Sound, wants position in middlewest. Roy L. Brewer, Granby, Mo. 4-28

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRICAL PRINTING

ADVERTISE your movies with 3x8 dodgers. 50 words allowed. 1,000, $1.00; prepaid. King Shopress, Warren, Ill. 4-28

POSTER EXCHANGES

CASH PRICES PAID for used advertising on current releases. Ship at once parcel post or express collect. Premier Advertising Service, 1717 Wyandotte St., Kansas City, Mo. 4-28

Patronize The Associated Group
It Will Bring You Better Results

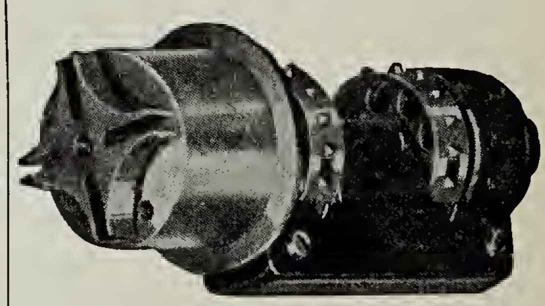
for houses with sound equipment
the talking trailer
and
the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Invisible Changeover
"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.
Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.
Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

The Secret Six

M-G-M—85 Mins.

Cast: Wallace Beery, Lewis Stone, John Mack Brown, Jean Harlow, Marjorie Rambeau, Paul Hurst, Clark Gable, Ralph Bellamy, John Miljan, DeWitt Jennings, Murray Kinnell, Fletcher Norton, Louis Natheaux, Frank McGlynn, Theodore Von Eltz. Directed by George Hill.

Another of the recent influx of gangster films with plenty of gunplay and thrills. Wallace Beery, a tough slaughter-house worker, is urged to join a bootleg gang by the temptation of big money. The gang is headed by Lewis Stone, an unscrupulous lawyer. They "muscle in" on rival territory and kill the leader's kid brother. The rival gangsters demand the killer be given up to them. Ralph Bellamy as the leader of Stone's crowd, who did the killing, tells them it was Beery, who retaliates by killing Bellamy and taking control of the gang which plans to kill John Miljan, leader of the rival gang, and handle both gangs.

John Mack Brown and Clark Gable as two newspaper men and rivals for the love of Jean Harlow, a cabaret girl, furnish the romance, if any. Their search for new finally ends in Brown being "bumped off" for connecting Beery with the shooting of Miljan. An organization of business men called "The Secret Six" is formed to drive out the gangsters. Beery is brought to trial for the killing of Brown but a fixed jury acquits him. Police and vigilants make a raid on the gangster headquarters and in the getaway Beery kills Stone in an argument over the division of the gang's accumulated wealth. The death of Stone removes the legal brains of the gangster organization and they all finally pay the penalty in the execution chamber.

While this one sticks pretty close to the producers' code of ethics, it has too much gunplay and strong-arm work to suit the majority. However, it is an exciting film and will surely please those who like the underworld stories. The excellent cast was worthy of a much better story, as it contains many good box-office names. Direction was satisfactory.—Southwell.

Tarnished Lady

Paramount—83 Mins.

Cast: Tallulah Bankhead, Clive Brook, Phoebe Foster, Alexander Kirkland, Osgood Perkins, Elizabeth Patterson. Directed by George Cukor.

Paramount brings us a new star, in this sophisticated film offering, who seems to possess the qualities of the late Jean Eagels. Miss Bankhead as the daughter, descended from a long line of indigo-brooded ancestors, of a mother with more social ambition than wealth, gives an excellent performance even though at times her voice did not record clearly. To please her mother she forsakes the boy she loves to marry a man of wealth. She is not happy and decides to leave her husband, not knowing that he had lost his money in the stock market crash. On arriving at the former boy friends apartment she discovers him entertaining her former rival for her husband. Pride keeps her from returning to her husband and she even refuses to inform him that he is a father. A mutual friend finally persuades her that she should return to her husband who, in a bad way financially, is about to divorce her to marry her former wealthy rival. She goes to him and a reconciliation follows and it is only then that she introduces him to his son.

Story by Donald Ogden Stuart furnishes a fine vehicle for the new star who is given excellent support. Direction could have been better but the good performance puts it over. With the right stories and direction this new star should soon become very popular. —Southwell.

Clearing the Range

Allied—65 Mins.

Cast: Hoot Gibson, Sally Eilers, Hooper Atchley, George Mendoza, Robert Homans, Mme. Eva Grippon, Maston Williams, Edward Peil, Jack Byron, Edward Hearn. Directed by Otta Brower.

This is Gibson's first under the Allied Pictures banner and out of some 75 odd westerns that he has "heroed," we can justly classify "Clearing the Range" as his masterpiece. The story is one of human interest with a love affair appetite, while Hoot's hard riding should have the kids in the gallery shouting for more, and there's plenty of hard riding backed up with a reason for every ride.

While adapting the role of a sap to disillusion the villain, Hoot garners laughs and scornful glances from his friends who thought him fearless. The time comes for action, however, and he gets his man. There are many new wrinkles unfolded in the story and it has been told with a finesse seldom accomplished in western action pictures. Sally Eilers makes a delightful heroine and registers a finished performance. The photography and direction is top-notch. Scenic shots are a delight for the optics and it looks like a gem for lovers of action and the great outdoors. — Warren Stokes.

Iron Man

Universal—74 Mins.

Cast: Lew Ayres, Robert Armstrong, Jeana Harlow, John Miljan, Eddie Dillon, Mike Donlin, Mollie Cohan, Mary Doran, Mildred Van Doran, Ned Sparks, Sam Blum, Sammy Gervon. Directed by Tod Browning.

A good action story of the fight game depicting the making and breaking of a champ. In this instance the champ is broken as a result of paying more attention to his wife's whims than his manager's advice. Becoming a champ he immediately gets a swelled head, moves into high society to please his wife, forgetting all the old friends who enabled him to reach the top. He becomes a pawn in the hands of his somewhat loose wife, who manipulates the cards so that her lover can be near her as her husband's manager. The old manager gets the gate but brings the fighter back to his senses by training another scrapper to knock him out. The action is fast with the suspense element well sustained and the end comes with a genuine surprise twist. Robert Armstrong gives a splendid performance as the scrapper's manager and would-be friend and counsellor; in fact, he almost steals the picture completely.—Warren Stokes.

Quick Millions

Fox—68 Mins.

Cast: Spencer Tracy, Marguerite Churchill, Sally Eilers, Robert Burns, John Wray, Warner Richmond, George Raft and John Swor. Directed by Rowland Brown.

Here is a racketeer picture that is fast-moving and furnishes good entertainment. Story concerns an ambitious truck driver (Spencer Tracy) who uses strong-arm coercion with the building contractors to make them use his fleet of trucks. Falls for the daughter of wealthy builder and by bringing gangster pressure on the father makes him take him in as partner. His social ambition causes him to high-hat his former pals and sweetheart. Because of her father's position the girl is forced to tolerate his attention. His former pals frame him for a killing, and when the daughter turns him down and tells him she is going to marry someone in her own set, he goes to his gangster friends to enlist their aid in kidnapping her at the wedding. They apparently fall in with his plans and when the time comes, start for the church in a limousine. Instead of going there they take him for his last ride.

Direction and camera work of the best and this one will get over almost anywhere. Cast in support of Tracy do excellent work. Title furnishes good exploitation angles.—Southwell.

Aloha

Tiffany—90 Minutes

Cast: Ben Lyon, Raquel Torres, Robert Edson, Alan Hale, Thelma Todd, Marian Douglas Otis Harlan, T. Roy Barnes, Robert Ellis, Donald Reed, Al St. John, Dickie Moore, Marcia Harris, Addie McPhail, Phyllis Crane, Rita Grey. Directed by Albert Rogell.

Ben Lyon as the son of a South Sea trader is sent to the post for experience and after much vamping marries a native half caste (Raquel Torres) who has foresworn her own people. He takes her back to his folks who are high in social position and his attempt to fit her into the picture makes her miserable by his friends' insults. They return to the South Seas on a cruise and the girl realizing that she does not belong to his world escapes from the yacht by swimming ashore and casting herself into the crater of a volcano according to her people's traditions. The husband attempts to reach her before the fatal plunge but arrives just too late. He returns to the States and becomes reconciled to his former society sweetheart.

Direction is slow in spots but with better attention to the scenic backgrounds this one would have made a fine feature.—G. L. S.

THE LAST WORD

ABOUT CONTRACTS

IT is unlikely that a standard exhibition contract will be in use in this industry this season, even though effort is being made by exhibitor organization heads to obtain government approval of such an instrument. The use of a different contract by each distributing company, of course, complicates matters for the exhibitor. It means that he will have a lot more of fine print to read and more clauses to comply with. However, a healthier competitive situation exists through the use of individual contracts by individual firms than is the case where a standard instrument is in use. So the situation may be only as bad as one makes believe it is.

When all companies operate under one standard agreement there is no opportunity for any competing distributor to make better terms or agreements than another. Each contract is the same except for price, protection and percentage arrangements. So, perhaps, the exhibitor is the gainer after all, if a free competitive condition exists. There is as much danger in standardization of film selling as there is in producing.

If an exhibitor is careful in his buying when he is negotiating for product and does not permit himself to be oversold, there will be rare cause for contractual differences to come up. He can always read over a contract before he signs it and, if he doesn't understand it, he can have his lawyer interpret its legal phases to him. In our own experience as an exhibitor we found no cause for contractual tilts as long as we paid for our pictures, settled percentage arrangements properly and returned the film promptly. We made mistakes in buying, of course, but we tried to profit by not repeating them.

A GOOD PLAN IF---

MOTION pictures this coming season are going to have a more timely value, if announcements made at two producers' sales conventions are a criterion. On the one hand RKO-Pathe will feature its stars in types of stories that measure up to the trend of public tastes as near as that can be gauged just prior to their starting into production. Then, too, Paramount will make a goodly portion of its 1931-32 releases on a similar basis, reserving, as it does, the right to change titles, casts and stories on about 30 per cent of its program to fit them to the trend of the picture-going public's demands.

These are good plans and should result in better business at the box offices. However, we hope this method will not result in giving the public so much of one cycle of entertainment or story that it will defeat its own purpose.

Ben Shlyen

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

AP
INC.

PROGRESS

---that the industry may be better served

The ability of any organization to serve its trade rests to a very great extent with its man-power. Man-power is the locomotive force that turns the wheels of industry. Man-power is the main-spring that guides progress. And it is man-power—31 active men in the field—in addition to an executive editorial force maintained by Associated Publications, that affords the people of the motion picture industry quality trade journals with features and departments that are of real and practical value.

In keeping with the march of progress in the industry Associated Publications was organized to afford the readers of its trade papers the best that brains and man-power could give. Its resources—the efforts of its large staff of journalists—assure consistency. Each trade paper in its group of ten is built to serve its specific film markets, not overlooking the important national trade activities that are of interest locally.

It is said that "two heads are better than one." Here you have 31 plus—keeping apace with industry progress, if not a step or two ahead.

ASSOCIATED PUBLICATIONS

EACH IN ITS FIELD THE EXHIBITORS' **HOME** TRADE PAPER

FILM TRADE TOPICS

Covering San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City territories.

MOTION PICTURE TIMES

Covering Dallas and Oklahoma City territories.

MOVIE AGE

Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL

Covering Kansas City and St. Louis territories.

Motion Picture DIGEST

Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW

Covering Detroit territory.

EXHIBITORS' FORUM

Covering Pittsburgh and Buffalo territories.

The OHIO SHOWMAN

Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS

Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW

Covering Atlanta, New Orleans, Charlotte and Memphis territories.

Increase Attendance

With the Tried and Proven

Scooter-Nite

Wins Kids on Sight!

Full Description of $3 Retail Value 3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for on of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 2-3 Cents Per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The
Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) ________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ____________________________ by__________________Mgr.

Town ________________________________ State ______________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.______________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

MAY 5, 1931
VOLUME XI NUMBER 24

MOVIE AGE

NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
IOWA
WISCONSIN

THEATRES CUTTING ADMISSION PRICES IN TERRITORY

DOUBLE FEATURES NOT POPULAR IN NORTHWEST

"SKIPPY" SCORES HEAVILY IN MINNEAPOLIS

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

YOUR *Home* trade paper published specifically to serve *your* interests in *your Home* trade region*

Keeping you informed on local trade developments of direct importance to you . . . and at the same time giving you the important national trade news in concise form—and more.

*In what other region are you interested?

Date______________________, 1931.

Associated Publications, Inc.,
4704 E. 9th St., Kansas City, Mo.

Please enter my subscription to publication checked below. Here's my $2.00. Send it to me for one year.

☐ **New England Film News**
☐ **Motion Picture Digest**
☐ **Film Trade Topics**
☐ **Motion Picture Times**
☐ **Weekly Film Review**
☐ **Michigan Film Review**
☐ **Exhibitors' Forum**
☐ **The Ohio Showman**
☐ **Movie Age**
☐ **The Reel Journal**

(Name)_____________________________________

(Theatre) __________________________________

(Address)___________________________________

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
5th and Nicolett
MINNEAPOLIS, MINN.

Theatre Admissions Cut

Publix Paves Way in Twin Cities; Ames Is Skeptical of Value of Price Cutting.

Theatre admission prices are breaking in the territory for the first time during the current depression.

Publix is paving the way with slashes in the Minneapolis and St. Paul loops.

Among the houses cut is the Paramount, leading St. Paul theatre, which drops from 60c to 50c after 6:30 p. m.

Three Minneapolis Publix loop theatres reduced their prices this week, including the State, ranking next to the Minnesota as the leading Publix downtown house since the Century's closing. Starting with "Trader Horn," current attraction, the State lowers its price at night from 60c to 50c and for matinees from 40c to 35c.

Other Minneapolis loop theatres which altered their scales, starting this week, were the Lyric, where five cents was lopped off the former 40c night and 30c matinee tariff, and the Aster, where 25c, instead of 30c, will be the night admission. The matinee charge remains 25c.

The lowering of theatre prices is in line with the downward trend of prices generally. It is believed to forecast a general slash throughout the Publix territory and among independents.

There will be no drop at the RKO Orpheums in Minneapolis and St. Paul, however, according to Morgan Ames, division manager.

"The prices at these houses were brought down to a rock-bottom basis a long time ago," said Mr. Ames. "With our scales at pre-war levels and as low as operating costs will permit, we have no work to do along this line. Even in relation to present reduced opposition prices, we regard our scales as at bargain levels."

Mr. Ames is skeptical as to the

(Continued on page 4)

Double Features Not Popular in NW

Circuit Heads Opposed to Policy; Territory Is Free From the Evil Now, Survey Shows.

The Northwest territory will be free from the double-feature evil, it is indicated by a MOVIE AGE survey.

Two heads of opposing theatre chains are unequivocally on record against the enlarged programs.

Independent exhibitors in this section are fighting shy of the double features, too, and, in the opinion of leading distributors, thev will continue to do so.

As far as can be learned, there is not a single house in the territory now playing double features or planning to do so.

Eddie Ruben, Publix divisional director, and Morgan Ames, RKO division head, with offices in Minneapolis, have come out flatly against the double features and declare that such a policy will be

(Continued on page 5)

'Skippy' Magnet

For Ace Publix House in Minneapolis; Bigger Draw Than "Sawyer" at Same House.

Vieing with "Tom Sawyer" as a box-office sensation, "Skippy" last week gave the Minnesota Theatre, 4,200-seat ace Publix house, one of its biggest seven days of the season.

On the opening days, the business exceeded that done by "Tom Sawyer," which also rates among the theatre's best gross getters of the season. The week, as a whole, also ran ahead of the "Tom Sawyer."

The showing is all the more notable in view of the fact that the "Skippy" cartoon strip does not

(Continued on page 5)

HEADS FOX BRANCH

Jack Lorentz New Mgr. in Minneapolis

Jack Lorentz is the new manager of the Fox exchange in Minneapolis. He succeeds M. A. Levy, who has been branch manager for the past several years, during which he enjoyed considerable popularity in film circles. Mr. Levy has been transferred to Chicago where he will manage the Fox exchange, the switch being in the nature of a promotion.

Mr. Lorentz's elevation from assistant to manager of the Fox exchange here is in recognition of his faithful and efficient service. He recently had been transferred temporarily to Milwaukee to perfect a reorganization of the office there.

HOPEFUL

Milwaukee Opposed to Daylight Saving

Milwaukee, Wis.—Present indications are that local exhibitors will not be bothered with daylight saving time this year. The Milwaukee Association of Commerce has resolved that it will not sponsor any movement in this direction this summer.

Last year, daylight savings time was observed by a number of the city's leading industrial and retail concerns, while theatres and other businesses operated on standard time. The result was considerable inconveneince on the part of local citizens.

More Kid Pictures

By M. E. CUFFEL, Editor

THE splendid patronage attracted to the Minnesota Theatre, Minneapolis, last week by "Skippy," on the heels of the big business enjoyed at the same house recently by "Tom Sawyer," undoubtedly is a typical situation, judging by reports from other cities, and it should afford plenty of food for producers' thought.

If pictures of the type of "Skippy" and "Tom Sawyer" can draw so well in these trying times, why not let us have a good many more of them? We do not mean that we have a surfeit of boyhood stories, but we do mean that we should have more clean, wholesome offerings suitable for the kiddies and for all members of the family.

The box-office experience of "Skippy," "Tom Sawyer" and other such pictures demonstrates conclusively that there is just as big an audience—perhaps a larger one—

(Continued on page 5)

"Skippy" "Ten Nights" and "Bachelor Apartment" OK

Minneapolis (week ending May 1—"Skippy" was the box-office sensation of the past week. This fine picture of boyhood days drew splendid crowds to the Minnesota and won praise on every hand.

"Bachelor Apartment," at the RKO Orpheum was another box-office winner. "Ten Nights in a Barroom" gave the Aster its biggest week in a number of months. "Mr. Lemon of Orange" at the State did not go over so well as previous El Brendel pictures here.

Aster — **Ten Nights in a Barroom** (Roadshow), William Farnum and Tom Santschi. **Business:** Good. **Summary:** The old thriller anent the mill owner whom drink ruins; prohibition propaganda is packed into this one, but it holds elements of popular appeal and has a corking rough and tumble fight for a climax. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Serial.

Lyric—**The Conquering Horde** (Paramount), Richard Arlen and Fay Wray. **Business:** Fair. **Summary:** A number of thrills in this drama of the Texas plains. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota — **Skippy** (Para.), Jackie Cooper, Robert Coogan and Mitzie Green. **Business:** Big. **Summary:** A delightfully human story about the joys and griefs of childhood; a picture that every member of the family will enjoy. **Entertainment Merits:** 90 per cent. **Short Subjects:** Stage Show; Sound News.

RKO Orpheum—**Bachelor Apartment** (RKO), Irene Dunne, Mae Murray and Lowell Sherman. **Business:** Good. **Summary:** A spicy comedy-drama concerning a modern Don Juan and his escapade with a truant wife. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville; Sound News; Comedy and Golf Serial.

RKO Seventh Street—**Comrades of 1918** (Independent), All-German cast. **Business:** Light. **Summary:** German-produced drama depicting war's horrors and entirely German dialogue. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

State—**Mr. Lemon of Orange** (Fox), El Brendel. **Business:** Fair. **Summary:** Too inane even for farce comedy; not a semblance of reality in this yarn about a simple Swede who is mistaken for a gang leader. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Cartoon Comedy, "Strange As It Seems."

MILWAUKEE

(Week Ending April 23)

Alhambra — **Parlor, Bedroom and Bath** (M-G-M), Buster Keaton and Charlotte Greenwood. **Business:** Good. **Summary:** A hilarious piece with a good cast and settings. **Entertainment Merits:** 85 per cent. **Short Subjects:** "Strange As It Seems," "Copy," Comedy, Universal Newsreel.

Garden—**Kiki** (United Artists), Mary Pickford, Reginald Denny. **Busienss:** Good. **Summary:** A picture which fails to cast Mary Pickford in a natural role. **Entertainment Merits:** 85 per cent. **Short Subjects:** Ruth Etting Song Cycle; Paramount News.

Majestic—**The Single Sin** (Tiffany), Kay Johnson and Bert Lytell. **Business:** Fair. **Summary:** A problem play concerning two men and a woman in an underworld setting. **Entertainment Merits:** 85 per cent. **Short Subjects:** Looney Tunes; Pathe News.

Palace-Orpheum—**Cracked Nuts** (Rado), Bert Wheeler and Robert Woolsey. **Business:** Fair. **Summary:** The regular type of Wheeler and Woolsey comedy with plenty to laugh at. **Entertainment Merits:** 85 per cent. **Short Subjects:** "Golf," Johnny Farrell, Pathe News.

Riverside — **Man of the World** (Paramount), William Powell and Carole Lombard. **Business:** Good. **Summary:** A story of blackmailing in Paris rather weakly presented. **Entertainment Merits:** 80 per cent. **Short Subjects:** Eight RKO Vaudeville Acts; Pathe News.

Strand — **Dishonored** (Para.), Marlene Dietrich and Victor McLaglen. **Business:** Fair (ended second week.) **Entertainment Merits:** 90 per cent. **Short Subjects:** Our Gang Comedy; Fox Movietone News.

Wisconsin — **It's a Wise Child** (M-G-M), Marion Davies and Sidney Blackmer. **Business:** Good. **Summary:** One of Marion Davies' best comedies with plenty of action and wit. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

Harold Finkelstein, head of the recently organized Finkelstein chain of theatres, is back on the job after vacationing at Excelsior Springs, Mo. He drove to the resort and back in his new Packard.

Elaborate Opening for W B Milwaukee House

Milwaukee, Wis.—May 1 marked the opening of Warner Bros.' new $2,500,000 theatre in this city. Among those appearing at the theatre in connection with the dedicatory program were Gov. Phil La Follette, Mayor Daniel Hoan, and a host of executives from New York.

The 12-story building is in French renaissance and modernistic styles. The auditorium, in black and gold and ivory, is in the Louis XIV period. It has six panels showing court scenes. The foyer, men's and women's rooms and the promenades are modern in design. The women's rooms are in green and lavender; the men's in black and green.

All wood used in the building has been imported from Spain, Italy and South America. All metal work is in chromium. The theatre has a seating capacity of 2,500, and is managed by Harold Janesky.

The first showing of Bobby Jones (series of short reels, "How I Play Golf," and "Sit Tight," with Joe E. Brown and Winnie Lightner, featured the opening program. The theatre will operate as a straight photoplay house. A disappearing organ has been installed in the theatre at a cost of $110,000.

Admissions Cut

(Continued from page 3)

wisdom of price-cutting in stimulating business.

"We tried it at the RKO President in St. Paul," said Mr. Ames. "It cut our revenue without boosting our attendance. We played to practically the same number of people, but our returns were considerably smaller. Our overhead, however, remained the same."

Incidentally, the RKO Seventh Street and RKO President in Minneapolis and St. Paul have closed for the summer. The Publix Century in Minneapolis, leading loop house next to the Minnesota, closed several weeks ago for the summer.

The scale at the Minnesota is 75c after 6:30 p. m. It is not believed that the prices will be cut at this theatre as the overhead is so heavy it probably will not permit the reduction. However, when first opened two years ago, the night price here was only 60c and a slash is not outside the realm of probability.

In the absence from the city of Eddie Ruben, divisional director, and L. T. Ludwig, division manaber, no statement relative to Publix price policy could be obtained from the local Publix offices.

Mr. Ames said that the eight-act vaudeville bill, being tried out in some RKO spots, would not be used at the Twin City Orpheums at least for the present summer. Four acts now are being played.

"I am not convinced that an 8-act vaudeville program would be desirable or would benefit attendance," said Mr. Ames.

STRAND TO RKO

Madison House to New Control

Madison, Wis.—At the end of eighteen months, Fox Midwesco's Strand Theatre here will revert to RKO, which has taken up the lease on the house at the end of that period. The move gives RKO control of four first run houses in Madison, insofar as the circuit has also taken a long term lease on the Parkway Theatre here.

RKO now controls the Capitol, Orpheum, Garrick, Strand and Parkway. The circuit will expend approximately $40,000 in remodeling the Parkway, which will continue to show legitimate attractions. R. R. Miller is expected to continue as manager of the Parkway, which is the oldest in the city.

The Garrick Theatre, formerly showing stock attractions, has been dark for a long period of time. John Scharnberg is in charge of RKO theatres in Madison.

Doubles Not Popular

(Continued from page 3)

taboo in the theatres supervised by them.

"I am strongly opposed to double feature programs," said Mr. Ruben. "I feel that they do much harm and no good. In my opinion, well-balanced programs, affording diversified entertainment and offering a number of pleasing short subjects along with a single feature, is what the vast majority of film fans desire. Double features are just as likely to drive as many people away from a showhouse as they will attract. A single good feature, surrounded by a well-chosen program of shorts, invariably can be depended upon to provide the maximum amount of pleasure and satisfaction and to stimulate the greatest box-office response."

Similar sentiments are voiced by Mr. Ames who can discern no virtues in the double-feature program.

"My observation has led me to believe that the average entertainment seeker wants variety," said Mr. Ames. "Double features tire him and provide him with a surfeit of the same sort of screen fare. They tax his endurance. He may be attracted at the outset by the seeming bargain aspect, but after his first few encounters he is apt to lose all interest in the theatre and be lost as a prospective patron."

With both Eddie Ruben, divisional director, and L. J. Ludwig, division manager, out of the city, Hal Daigler, district manager ,is in charge of Publix division headquarters in Minneapolis. The two heads are attending the meeting of Publix executives in New York. They will be back on the job this week.

Tax Bill Out?

Madison, Wis. — Indications are that the Engel bill, seeking to place a 4 per cent tax on the gross receipts of all theatres in the state, will meet with defeat, was seen when no appearances were made in favor of the measure at a hearing held April 24.

Exhibitors from all over the state appeared against the measure as well as Sen. Oscar Morris and Assemblyman Harold M. Groves of Madison. Others appearing against the measure included F. J. McWilliams, president of the Allied Independent Theatre Owners of Wisconsin; Ben Koenig, secretary of the Film Board of Trade; Fred S. Meyer, president of the M.P.T.O. of Wisconsin, and J. J. Hanley of the Wisconsin Federation of Labor.

More Kid Pictures

(Continued from page 3)

awaiting the well-done, thoroughly human screen plays free from the usual superabundance of sexiness as there is for the sensational sex dramas unfit for juvenile consumption.

In voicing a sentiment that the scales at least should be more evenly balanced between the simple, wholesome entertainment fare suitable for children and young people on the one hand and the sophisticated love and triangle dramas on the other, we believe that we are giving expression to the wishes of most exhibitors. On every side, among theatre operators is heard a demand for more pictures that will bring the children into the showhouses in greater numbers. The feeling is that it behooves the industry to make fans out of the youngsters who are the adults of tomorrow and that the only way to do this is to offer the sort of pictures which merit parents' approval.

Offerings like "Skippy" also serve an invaluable purpose in creating goodwill in a community for the movie industry as a whole as well as for the theatre which shows them.

Again we repeat, let's have more pictures like "Skippy."

O'CONNELL RETURNS

St. Paul Mgr. Recovers From Accident

Fully recovered in health, Ray O'Connell is back on the job as manager of the RKO Pathe Orpheum Theatre, St. Paul. Following convalsecence from a serious automobile accident injury, Mr. O'Connell suffered a nervous breakdown and he has been in California for more than a month, regaining his health. He says he is as fit as a fiddle and he looks it. Mr.O'Connell is one of the most aggressive, hardest working and efficient managers in the RKO Northwest division and if, as he says, he is back in old form again, the fur will fly along the St.Paul rialto and the RKO Palace Orpheum will be very much in the spotlight this summer.

Mickey Gross, who was brought on from Sioux City to substitute for Mr. O'Connell and who filled the latter's shoes in a most acceptable manner, will be transferred to another spot. At this writing he is still unplaced.

Morris Abrahams, popular M-G-exploiteer, is recovering from an emergency appendicitis operation at St. Mary's hospital, Duluth. His many northwest friends as well as exhibitors generally, who receive much assistance from Morry in putting over their attractions, will be glad when he's back on the job again.

* * *

The RKO Minneapolis film exchange moved tempororily to Hollywood last week. M. Frisch and George Fosdick, manager and assistant manager, together with three salesmen, were in the California movie metropolis attending an RKO sales convention.

CURRENT RELEASES

Week of May 3

COLUMBIA

Meet the Wife, Laure La Plante.
Mother Goose Melodies, Silly Symphony, 7 min.
Kings Are Better, Eddie Buzzell, 20 min.

EDUCATIONAL

Cross Roads, Romantic Journeys, 10 min.
Fireman's Brigade, Terry-Toons, 7 min.

FIRST NATIONAL

Too Young to Marry, Loretta Young, 68 min.

FOX

Quick Millions, Spencer Tracy, 69 min.

METRO-GOLDWYN-MAYER

Daybreak, Ramon Novarro, 73 min.
Ragtime Romeo, Flip the Frog cartoon, 8 min.
Georgraphy Lesson, Colortone revue, 8 min.
Little Daddy, Our Gang, 20 min.
Fly My Kite, Our Gang, 20 min.

PARAMOUNT

Ladies' Man, William Powell, 75 min.
Alexander's Ragtime Band, Screen Song, 7 min.
Gents of Leisure, Chester Conklin, 20 min.

RKO

Aces Up, Toby the Pup cartoon, 8 min.

RKO-PATHE

Not So Loud, Melody comedy, 20 min.

UNIVERSAL

Country School, Oswald cartoon, 7 min.
Finger Prints, Episode No. 8, 20 min.

WAR ON DOUBLES

Schnitzer Attacks Two Feature Policy

Hollywood, Calif. — Open warfare against the "double-feature" policy prevalent in many theatres was declared by President Joseph I. Schnitzer, addressing Radio Pictures' sales convention.

Permitted to continue, he said, the "double feature" policy would seriously threaten the stability of the entire motion picture industry.

"The very theatres that are maintaining this policy," he declared, "are digging their own financial graves. Actual box-office figures prove that the public is looking for quality in its entertainment, not quantity. The public will be the first to realize, and to demonstrate by their lack of interest, that no theatre can give them two quality productions for the price of one.

"By the same token, no studio can produce two quality productions for the price of one.

"This studio, for one, will attempt no such things!"

"Skippy" Magnet

(Continued from page 3)

run in any of the Minneapolis newspapers and the character was unknown here. Splendid exploitation by Manager Harold Kaplan and Press Agent Cliff Gill, however, paved the way for the remarkable opening, and the picture itself built up consistently throughout the entire week.

"Skippy" is one of the few pictures shown here during the past year to win a five star rating from Merle Potter, Journal film critic. This is his highest rating.

Patrons along with the critics showered praise on this Paramount boyhood classic. It is said by the management that many people returned to see it a second time. The attendance of kiddies was of record breaking proportions.

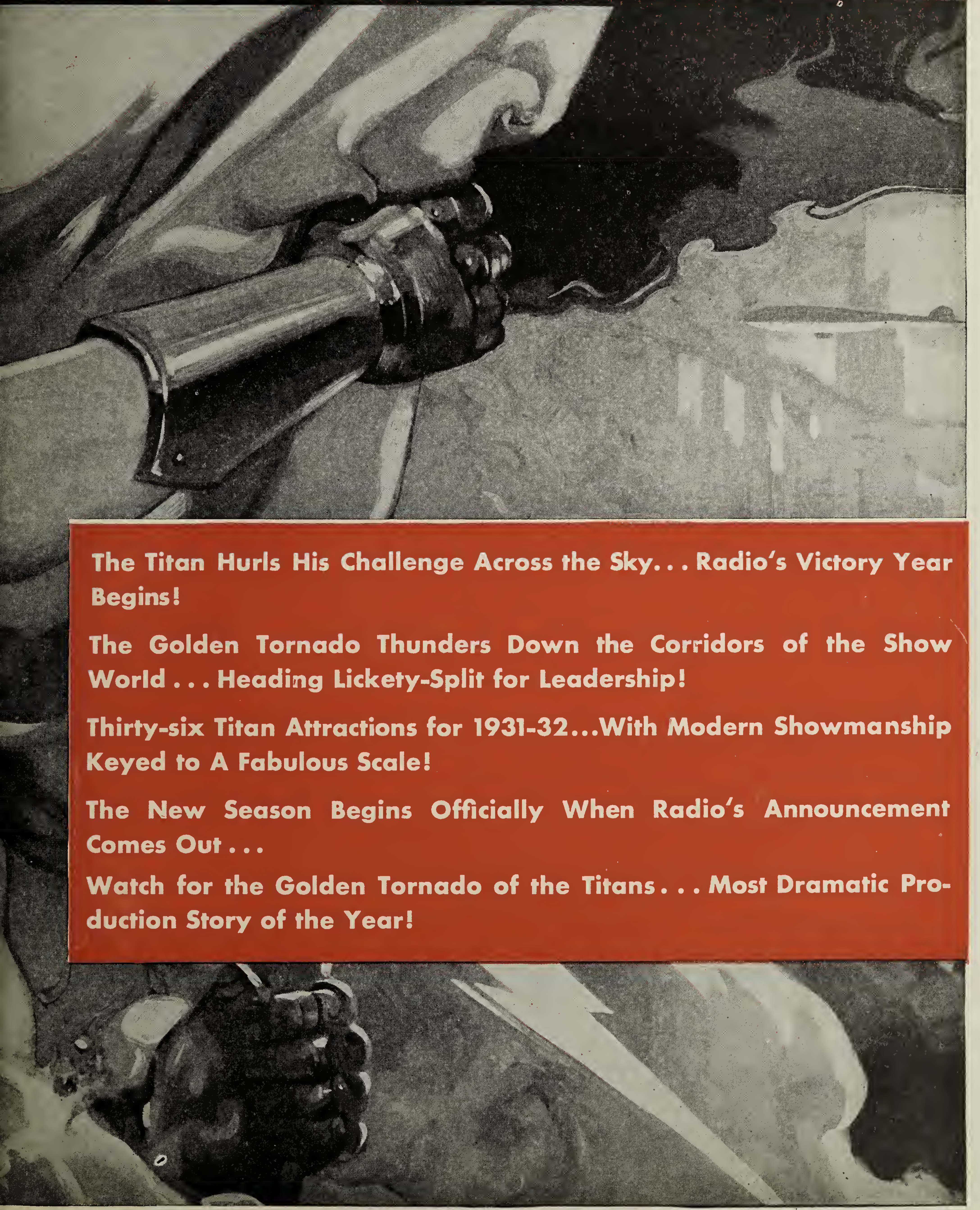
Ask Referendum

Madison, Wis. — Despite the fact that a measure to repeal the Sunday blue laws in the state was defeated in the senate several weeks ago, Assemblyman J. Grobschmidt, author of the repeal-joint resolution proposing a referendum to be held in the general election in November, 1932. Public hearings will be held before the assembly acts upon the resolution.

COMING - RADIO'S

Radio
PICTURES
Reg. U. S. Pat. Off.

GOLDEN TORNADO!



The Titan Hurls His Challenge Across the Sky . . . Radio's Victory Year Begins!

The Golden Tornado Thunders Down the Corridors of the Show World . . . Heading Lickety-Split for Leadership!

Thirty-six Titan Attractions for 1931-32...With Modern Showmanship Keyed to A Fabulous Scale!

The New Season Begins Officially When Radio's Announcement Comes Out . . .

Watch for the Golden Tornado of the Titans . . . Most Dramatic Production Story of the Year!

Independents in Comeback

More Than 20 Companies to Produce Between 100 and 150 Features for New Season.

The independent producer, who took a back seat when sound pictures swept the industry, is making a comeback. The independent market was hurt but not completely wrecked by the talkie avalanche and, although 1930 saw a gradual recovery of state rights producers, 1931 seems destined to be a banner year for the independents.

It is estimated that between 100 and 150 independent features will be turned out by the twenty or more companies producing for the state rights market during the new selling season. A survey of the independent production plans indicates that the pictures are mainly western and action stories aimed principally at family trade with due consideration for child patronage.

Some of the companies producing for independent distribution are Monogram, Big 4, Headline, Allied, Mascot, Ideal, Chesterfield, Hollywood, Congo, Liberty, Reed, Talking Picture Epics and First Division.

TURN TO WIDE FILM AGAIN

All Fox Theatres to be Equipped for Standard Wide Film; Production Is Included.

New York — Despite the fact that wide film has been pushed into the background in recent months, Fox theatres throughout the country will be equipped with dual projectors, adaptable to standard and wide film, according to The Film Daily. Plans are said to be under way for the production of wide film versions of all Fox pictures.

Fox houses will be equipped by General Theatres Equipment, the report says. The studios are really for production of wide film pictures.

This step by Fox may be a forerunner of another revolution in motion picture presentation if the public accepts it as readily as it did to sound pictures.

Two Trust Charges

Dropped by Fed. Trade Commission in the Case Against Paramount; Set Trial for October.

New York — Two of the three charges in the "cease and desist" anti-trust action against Paramount have been dropped by the Federal Trade Commission. "Conspiracy to monopolize" the film business and the "acquiring of theatres with purpose of compelling exhibitors to buy Paramount product" are the charges that have been abandoned. The U. S. court of appeals has granted permission to eliminate these two counts from the committee's petition.

The trial at which a petition asking for a court order to force Paramount to end block booking will come up in October. The case began in 1921 and hearings have been held in 1923 and 1927.

CUE SHEETS OUT

Distribution Discontinued Effective at Once

Hollywood—The establishment of the standard release print has made possible the abandonment of cue sheets for the projection of sound pictures, according to announcement of the technical bureau of the Academy of Motion Picture Arts and Sciences.

Studios and exchanges have been notified by Lester Cowan, manager of the bureau, that the distribution of cue sheets with prints may be safely discontinued. Spaces left for the purpose in the standard release print will be used by the studios for any special information or statement of fader settings which the projectionist should have to run the show. Approval of this change in practice has been given by the producers-technicians committee of the academy.

DECIDE ON TITLE

"Woman of Experience" for Twelvetrees

Hollywood—"A Woman of Exeprience" will be the release title of the new Helen Twelvetrees picture, temporarily called "The Registered Woman," according to Charles R. Rogers, production head of RKO-Pathe.

The cast includes William Bakewell, Lew Cody, Zasu Pitts, H. B. Warner, C. Henry Gordon, Franklin Pangborn, Nance O'Neil, Geo. Fawcett and Edward Earle.

W. B. Building

San Francisco — A $25,000,000 theatre building program is scheduled by Warner Bros., according to Jack Warner, who was present at the western sales convention here. This announcement spikes the rumor that Fox West Coast would take over the operation of the Warner houses.

Sign Richards

Universal City—Stanley Bergerman, in charge of Universal short reel production, has announced the signing of Vincent Richards, the famous professional tennis star, for two subjects in which he will demonstrate the fine points of the game. He will go to Universal City shortly to make these pictures.

NOW VICE-PRES.

Laemmle, Jr., Honored on 23rd Birthday

New York—At a special meeting of the board of directors of the Universal Pictures Corporation, held last week, Carl Laemmle, Jr., general manager of Universal City, was elected second vice president of the corporation.

Contract Illegal Says Philadelphia Court

Philadelphia—Another court declared the old standard exhibition contract illegal last week when Judge Dickinson in the Federal court, eastern district, handed down a decision in favor of Clayton Buss, an exhibitor of Easton, Pa. Action was brought against Buss by Vitagraph, which sought to compel the showman to play out pictures bought on his 1929-30 contract.

According to the Philadelphia court, the Thacher decision outlaws the former standard contract.

Change Title

Hollywood — William Powell's first starring picture for Warner Bros. will bear the title "The Other Man" instead of "The Co-Respondent." This is the picture in which Marian Marsh, John Barrymore's leading woman in "Svengali" and "The Mad Genius," will appear opposite Mr. Powell. Allison Skipworth is also to be prominent in the cast. 'The Other Man" has been adapted by J. Grubb Alexander from a story by Roland Pertwee.

CRIME FILMS OUT

LeBaron Sees Need for Healthier Stories

Hollywood — William LeBaron, vice-president in charge of production for Radio Pictures, made the announcement at Radio Pictures sales convention in Hollywood that sex and gangster pictures have run their course and are to be replaced by productions depicting healthier and more virile phases of life.

Virile melodrama and comedies stressing the normal, human side of life are to be produced by Radio Pictures, according to this policy. Colorful adventure and interesting metropolitan backgrounds, with glamor, romance and the spell of illusion are once more to be dominant in motion picture production, according to the executive.

"Doubles" Out

New York—A clause forbidding the sale of a Metro-Goldwyn-Mayer picture for a double-feature program will be added to the present M-G-M contract, it became known here, following the recent Chicago convention.

FIVE COMEDIES

Announce Educational on May List

Hollywood—Five new two-reel comedies and three one-reelers have been set for May release by Educational.

Mack Sennett will have two comedies on this schedule; namely, "Cowcatcher's Daughter," which will be released May 10, and "Ghost Parade," which has a May 24 release date. In both comedies Andy Clyde, Harry Gribbon, Marjorie Beebe and Frankie Eastman are featured. Babe Stafford, who directed "Cowcatcher's Daughter," appears in a small part in "Ghost Parade," which, as the title implies, is a spook comedy.

"Windy Riley Goes Hollywood," based on an original story by Ken Kling, the creator of the comic strip, "Windy Riley," will be released May 10. This is the fifth in the Mermaid series, the sixth and final Mermaid. "The Back Page," to be released May 24. "The Back Page," a comedy with a newspaper background, is a take-off on "The Front Page." It co-features George Chandler and Virginia Brooks. Both Mermaids were directed by William Goodrich.

"Don't Divorce Him," a Tuxedo, featuring Clyde Cook, John T. Murray and Vernon Dent, and directed by William Watson, will be released May 31.

"Cross Roads," a new Romantic Journey, featuring Claude Flemming, world traveler, and "The Firemen's Bride," a Terry-Toon, are scheduled for May 3 release, while "The Sultan's Cat," another Terry-Toon, will be released May 17.

Blondes Win

Hollywood—Blondes outnumber brunettes two to one in the 48 productions to be released by the Fox Film Corporation during the 1931-32 season beginning in July.

Salesmen Vote on Radio's Policies of Production

Reduction of Gangster Pictures Recommended by Film Men at RKO Convention.

Hollywood, Calif. — A decision by Radio Pictures executives to permit salesmen attending its second annual convention to vote on vital matters of policy last week resulted in important developments.

1. The salesmen voted unanimously for the return of musical interpolations in pictures. Their decision was based on a careful check of exhibitors and motion picture enthusiasts throughout the country. However, it was decided that the music should be part of the story filmed and not a side issue.

2. It was decided that the public's best interests would be served by eliminating "program" pictures and substituting instead 36 productions, each of "super" magnitude.

3. Unanimous recommendation that Edna May Oliver, Broadway star who distinguished herself in "Cimarron," be starred in future pictures.

4. That Irene Dunne's experienced singing voice be utilized in future films. Miss Dunne, former star of the musical comedy stage, won screen fame opposite Richard Dix in "Cimarron."

5. That the number of sex and gangster pictures be reduced to an absolute minimum and that strong and virile dramas and melodramas and clean human comedies be substituted instead.

Deny G.T.P. Rehearing

Patent Litigation Ends With Decision of U. S. Circuit Court of Appeals Last Week.

New York — Western Electric, which successfully defended its position of non-infringement of the Ries patent held by General Talking Pictures, solidified its position last week when the U. S. circuit court of appeals for the third circuit denied General Talking Pictures a rehearing of the case.

For all practical purposes this marks the end of patent litigation, in which General Talking Pictures was the plaintiff, that has extended more than a year. General Talking Pictures brought suit for patent infringement against the Stanley Company for use of Western Electric equipment in the U. S. district court at Wilmington on four patents. In the case of three the court decided in favor of Western Electric ruling that no infringement existed. In the case of one, the Ries patent, the court ruled there was an infringement; but this ruling was reversed in a decision given last March by the U. S. third circuit court of appeals. It is with respect to this decision that General Talking Pictures had asked for and has now been denied a rehearing.

NEW COMPANY

Resurfacing of Screens Is Its Purpose

New York — Announcement is made of the formation of a new organization with headquarters in New York, for the purpose of cleaning and resurfacing motion picture screens of all types.

This organization is affiliated with the Beaded Screen Corporation, makers of Vocalite and Superlite screens, and is the outgrowth of over a year's experiments and developments in cleaning and resurfacing of screens.

Many special surfacing and cleaning processes have been worked out and tested under all conditions met with in service.

It is now possible to create a surface superior to that of the average screen when it was originally installed, the company announces.

One of the surfacing materials is the one used in the manufacture of the new "Chromolite" screen, which has just been announced by the Beaded Screen Corporation, and furnishes to the old screen the advantages of perfect color rendition, a brighter picture, and freedom from harmful ultra-violet rays.

A minimum price has been established for screens up to twelve by sixteen feet in size. For screens above this size, a definite price per square foot.

MOUSE INJUNCTION

Court Favors Disney in Infringement Case

Los Angeles—The Federal District of Southern California last week granted Walt Disney Productions, Ltd., an injunction restraining Pathe Exchanges, Inc., and the Van Buren Corp. from distributing any cartoons imitating Mickey and Minnie Mouse, the characters in the popular short reel distributed by Columbia Pictures. The injunction further stated that any animated drawings imitating the two characters, such as those used by Van Buren in the "Aesop's Fables" series were a direct infringement of the copyright held by Disney.

BIG FOUR PREPARES

Stories and Stars Lined Up for Season

New York—Big 4 is lining up stories, stars and directors for its new 1931-32 program, and will shortly make its announcement for the coming season.

It has been decided to follow the general trend to "names" which is widely popular this year, and the sales force has been notified that stories will include, in their array of big all-star casts, names that have proven themselves at the box-office. Information from the company's executives gives assurance that the new lineup will include many top-notchers of the class of product produced by Big 4. This product is built for the popular-priced theatres.

COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

Announ

MIDWEST FILM D

OF

A NEW FILM

LOCA

1516 Davenport St

SERVING THE STATES

With Our 1931-32 Season's Product From

MONOGRAM PICTURES -:- J
WILLIS KENT ATTRACTI
And Other Specially Select

THE FIRST

The Talking Picture of t

"TEN NIGHTS I

Now Available for Bo

MIDWEST FILM DISTRIBUTORS, INC. C. M. PAR

cement

STRIBUTORS, INC.

EN

EXCHANGE

TION

, Omaha, Nebraska

of IOWA *and* NEBRASKA

Such Reputable Producing Companies As,

HN R. FREULER PRODUCTIONS

NS -:- MASCOT SERIALS

d Road Show Attractions

F WHICH IS

he World's Famous Play

A BAR ROOM”

oking—Write or Wire

HURST, Mgr. 1516 DAVENPORT, OMAHA, NEBR.

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.
NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT **and his Biltmore Hotel Orchestra**

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

FOX

Part Time Wife, Edmund Lowe, Lelia Hyams — Delightful. It's an answer to an exhibitor's prayer for general audience entertainment.—Ike Katz, Tivoli, Montgomery, Ala.

Big Trail, John Wayne — An excellent production. Pleased audience, registered well at box office. —R. C. Peniston, Majestic, Jetmort, Kas.

Big Trail, John Wayne—Powerful, well produced epic—but failed to click because of unfortunate lack of stars in the cast.—Ike Katz, Tivoli, Montgomery, Ala.

Man Who Came Back, Farrell-Gaynor—Heavy and morbid tale but drew on strength of team—Ike Katz, Tivoli, Montgomery, Ala.

RADIO

Cimarron, Richard Dix — A picture of no regrets. Good photography, sound and story. Pleased our audience 100 per cent.—R. G. Peniston, Majestic, Jetmore, Kas.

Silver Horde, Louis Wolheim and Evelyn Brent — Good program but not the special it was sold for.—R. C. Peniston, Majestic, Jetmore, Kas.

STATE RIGHTS

Ten Nights in a Barroom, William Farnum, Tom Santschi—Story well known as silent picture and stage play. With extra exploitation did big business. About 50 per cent above average.—Thos. J. Finin, Empress, Decatur, Ill.

Ten Nights in a Barroom—Farnum—Good small house or town attraction. Bill as a circus. Strand Theatre, Duluth, Minn.

UNITED ARTISTS

Raffles, Ronald Colman — Another delightful picture for general audience entertainment.—Ike Katz, Tivoli, Montgomery, Ala.

Evangeline, Dolores Del Rio—Although silent and belated showing, this picture drew strong with elderly people and school children.—Ike Katz, Tivoli, Montgomery, Ala.

Eyes of the World, John Holland —Very poor recording. Not much drawing power.—R. C. Peniston, Majestic, Jetmore, Kas.

Whoopee, Eddie Cantor—One of the best musical comedies I have run, if you have appendicitis don't see this one, it's made for laughing. —R. C. Gentry, Lyric Theatre, Baldwyn, Miss.

What a Widow, Gloria Swanson —What a Flop! Don't waste your money on this excuse for a story.—R. C. Gentry, Lyric Theatre, Baldwyn, Miss.

UNIVERSAL

Lady Surrenders, Genevieve Tobin.—Pleased the crowd. Capably handled. Hard to beat.—I. J. McIntyre, Gardens, Laconia, N. H.

Free Love, Genevieve Tobin. This one went over big. A peach of a show. Had poor print and audience knew it.—I. J. McIntyre, Gardens, Laconia, N. H.

Free Love, Genevieve Tobin and Conrad Nagel—It is my opinion that it takes more than a family row to make good entertainment. Not for small towns. Set it out.—R. C. Peniston, Majestic, Jetmore, Kas.

Boudoir Diplomat, Betty Compson Poor for small towns. Just another one of those sophisticated flops.—R. C. Peniston, Majestic, Jetmore, Kas.

Lady Surrenders, Conrad Nagel. —Universal pictures this year have been uniformly good and this one is no exception. Not a picture for children. Nothing in it to offend, but there is nothing of interest for children, as there is no action. Picture gets over with its dialogue and situations beyond small kid understanding.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

See America Thirst, Harry Langdon and Slim Summerville—A comedy that makes the shekels rattle in the box office and makes the walls rattle with laughter inside. Pleased them all—kids, grownups, and grandpas. Full of foolishness but that's what gets it over. Good crowd second night. Recording not so good on disc.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Discontented Cowboys, Geo. Sidney, Charles Murray. A very good comedy. At least it got a few laughs.—R. C. Peniston, Majestic, Jetmore, Kas.

Night Work, Eddie Quillan — A very good picture; will please the majority of your patrons.—R. C. Gentry, Lyric Theatre, Badwyn, Miss.

WARNER BROS.

Office Wife, Dorothy Mackaill— A well produced, well enacted modern drama, spiced with keen subtle humor. Splendid adult entertainment.—Ike Katz, Montgomery, Ala.

Oh, Sailor Behave, Olsen & Johnson—Very good. At least it seemed to please the majority of patrons. R. C. Peniston, Majestic, Jetmore, Kas.

Doorway to Hell, Lew Ayres—A very clever portrayal of gangster life. May it be a pattern—R. C. Peniston, Majestic, Jetmore, Kas.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________ **Producer** ______________

Remarks: ______________________________

____

______________ **Weather:** ______________

Title ______________________________

Star ______________ **Producer** ______________

Remarks: ______________________________

____

______________ **Weather:** ______________

City ______________ **Theatre** ______________

State ______________ **Exhibitor** ______________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Producer Points out Value of Shorts Exploitation

Can a short subject be exploited to good results. "Yes," is the answer given by Larry Darmour, producer of Mickey McGuire and other Radio comedies, "and with a series to results that reach further than the exploitation of a feature.

"The wide difference in exploiting the short as compared to the feature is that in the latter the ballyhoo is for the one time only, whereas with the short of a series you are building your patronage over a long period of time."

"I have a number of communications from exhibitors who have used solid exploitation on our Mickey McGuire comedies. The results in each case have been highly satisfactory. Particularly has it helped the exhibitor in building the kid matinee business. Wherever, for instance, a Mickey McGuire Club has been organized, the exhibitor assures us that the attendance of kids has increased each time one of the Mickey McGuire series was shown.

"There is such a thing, however, of hopping on at the right time. As in the case of the feature, one short may have better exploitation possibilities than another. Illustrating this point, let me again call your attention to the Mickey McGuire series. Our latest release is "Mickey's Crusaders," a comedy of Toonerville dealing with the circus. Here is a form of exploitation that always has brought good results. There is color and lots of it in circus exploitation—parades, stuffed animals in cages, clowns and plenty of noise. We learn that this year there hasn't been a circus picture produced for release during the present circus season. Here then is the opportunity to give full exploitation to a short subject with almost assured success.

Swimming Suit Display

M-G-M has a tie-up with the Catalina Swimming Suit manufacturers. Joan Crawford, Leila Hyams, Anita Page and others appear in full-length pictures in the dealer's book. Look up the Catalina dealer in your town for window displays.

Chickens Sell Short Subjects

LAUREL and Hardy's "Chickens Come Home to Roost" was exploited by Russell Brown, McDonald Theatre, Eugene, Ore. Twelve chickens were borrowed and a pair of red pants were made for each one. In each pocket was placed a pass to the theatre. News stories told of the idea in advance. The first to catch the chicken took the pass and released the fowl. Then the one who caught it and returned it to the theatre received a pass also. At high noon, the dozen birds were released. Imagin the excitement. The birds flew, ran and squawked. Crowds gathered to watch the fun. Multitudes joined in the chase. Nevertheless, after a couple of hours all the chickens were back in their crates unharmed.

Bring Tin Cans For Admittance

IN Olathe, Kansas, the Chamber of Commerce put on a spring clean-up campaign. The theatre offered free admittance to every child who brought three cans. The city had trucks backed up in front of the theatre. Kiddies threw cans into them and were then admitted. Every back yard and alley was soon devoid of cans.

Tabloid Newspaper On "Finger Points"

WITH all the earmarks of genuineness, profusely illustrated, and containing the story of the crime on which "The Finger Points" picture is based, a tabloid newspaper was distributed in Cleveland. This was used in connection with the pictures showing at the Lake, Uptown and Variety Theatres.

An army of leather-lunged newsboys put them into the hands of two hundred thousand Clevelanders on the eve of the picture's three first-run openings.

AD-it-orial

By William Jacobs

"HOT Days Are Coming!"
That's the signal for the preparation to overcome another three to four month seat selling obstacle.

The wise and energetic start early to sow selling seeds that grow into "bumper" seat crops.

Resorts don't wait until vacation times comes to sell their appeal. They start early.

Railroads start in the early spring to sell summer tours.

Start now to pound, sell and exploit the idea to the family, "Seek the theatre during the hot days for hours of cool, refreshing and joyous relaxation."

Be the first to make a bid for summer entertainment attendance. Beat the amusement parks to the appeal. Scoop the miniature golf lots. Plant the thought with strong emphasis on the manufactured comfortable temperatures maintained, combined with entertainment of invigorating and refreshing happiness.

"Cool Days Are Coming!" makes an appropriate title for the campaign.

Start now to sell the thought on your screen. Put it before them in the foyers and rest rooms. Build an inside lobby display. Mention it in the newspaper ads.

Build to its peak of importance just before the hot days come on.

Then pull down the scorching red colors from the inside and outside of the theatre. Put up the cooling blues and greens. Make a radical change for the cooler.

Decorate your newspaper ads with a background of ice and snow enhanced with figures of refreshing youth. Use similar ideas on posters. Greet them with exaggerated icicles from the canopy and box office.

Use every device to impress cooling comfort.

Start early to build, "Cool Days Are Coming!"

Prescription and Pill Humor 'Em

TO put Springfield, Ohio, seat fillers in good humor during the showing of Winnie Lightner and Joe E. Brown in "Sit Tight," Regent Theatre management distributed a doctor's prescription with a small dried pea accompanying it. It advised to take the pill in a tub of fervent water and then rush madly to the theatre, disregarding traffic signals, and meet Dr. Winnie and Jojo, the tiger. It was signed "Dr. Bunkem."

Big Co-operation On Fashion Show

THE Stanley Theatre, Utica, N. Y., put over a "fashion week" that had the cooperation of the merchants and the daily newspapers. Mannikins wearing the latest fashions were presented. The show was extensively advertised. The Daily Press issued a special Stanley Theatre fashion section of its Sunday edition. The merchants took considerable space, calling attention to the theatre exhibit in all the ads.

PICK OF THE PRESS SHEET

Stars Fingerprint Display

"SECRET SIX" has a mat that should make interesting herald. It contains fingerprints of players in picture. At bottom is pictures of them. Each fingerprint is numbered. Contestant is to designate to whom fingerprints belong. Passes are offered as prizes. This can be utilized for lobby display.

Fireman Hats For Kiddies

THE serial, "Heroes of the Flame" has an idea for pulling the kiddies. A fireman's hat with child's head size offered to the first 200 or 300 kids in line on opening morning should create a furore. The hats are made of heavy cardboard and printed in flaming red with black letters. There is ample room for imprinting theatre name and dates.

A Novel Throwaway

EXPRESSIONS on matrimony are reprinted in the "Too Young to Marry" press sheet. Make up folder with front cover reading, "What Wise Men Say About Marriage." At the bottom place, "Maybe you're too young to marry?" On back page use title, date and theatre. Distribute these to high schools, to shop girls leaving work at closing time at main exit door, beauty parlors, restaurants, etc.

Garden Contest For Mickey Mouse

TO plant a garden, either vegetable or floral, cultivate it well, water it, keep the weeds out, is a Mickey Mouse Club contest being used in Riverside, California, by the Riverside Theatre.

The local newspaper, a flower and seed store, two nurseries, and a hardware company are working with the theatre to encourage the interest of children in planting fine gardens.

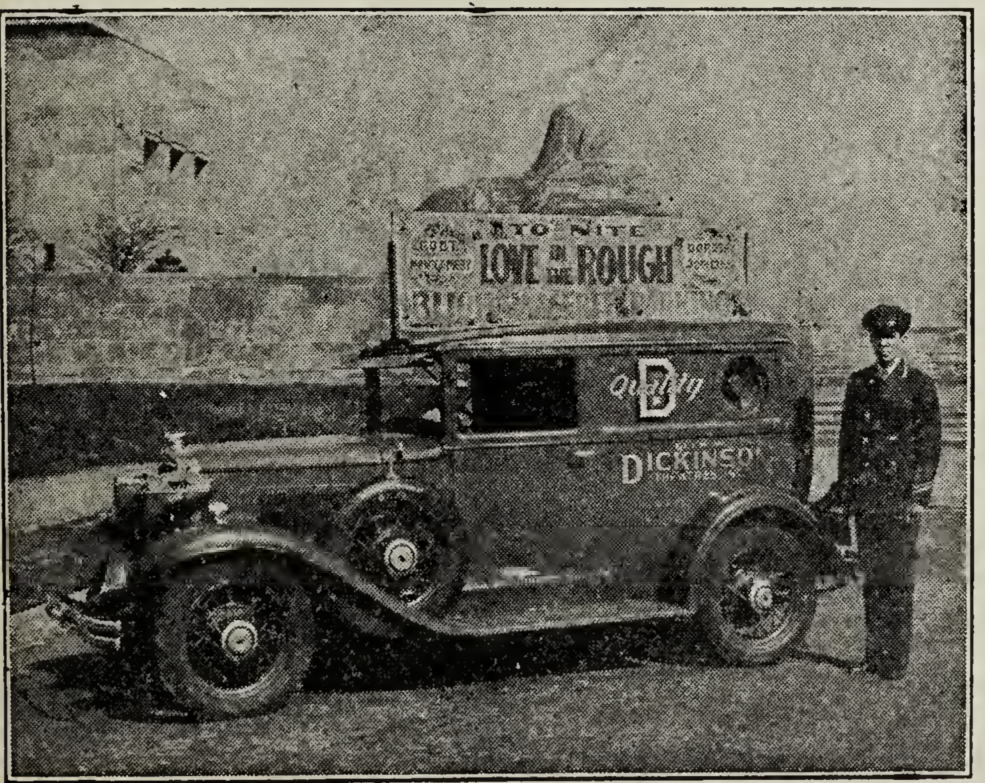
A full-page ad, paid for by merchants, announced the idea. The theatre offered free admission to youngsters to see the opening chapter of a new serial. To secure free tickets the kiddies called at one of the stores, purchased necessary supplies and the merchant okayed the coupon.

Prizes were offered for the biggest and best vegetables, largest and most beautiful gardens and various periods when the gardens come into bloom. Cash prizes totalling $300 were put up by the merchants.

Here's Enterprise For You!

WHEN F. T. Thomas, manager of the Fox Capitol Theatre in Hartford, Conn., learned that a local agent for the DeSoto car was to hold a 100-mile endurance drive to demonstrate one of its cars, he hustled out and got the dealer to have the drive start and finish in front of the theatre. The story was carried in all the automobile dealers' ads and broke the news columns for plenty of publicity.

DICKINSON'S "HOT-SHOT" CAR



The above photo shows the "hot-shot" advertising car used by the Glen W. Dickinson theatre circuit of Kansas City for publicizing its shows and circuit. The car is equipped with loud speakers that furnish music. On top there is a special carrier in which an advertising card is inserted for the currently playing attraction. This car is used by all the Dickinson houses where ballyhoo of this kind best fits in with other exploitation.

COPY!!

For that emergency use when words fail you and you want to get away from using "greatest," "best," "marvelous" and other over-used superlatives. Here is COPY that has been successfully used and which you can clip and paste for newspaper advertising.

Once in a while a picture comes along that completely "stumps" an exhibitor. They are so different that an exhibitor is puzzled as to the best method of exploiting them. Several such pictures appeared this year. Wild animal picture represent an interesting field for the motion picture, and should be exhibited widely for the future benefit and improvement of the industry along artistic lines. On subjects like this the advertising must be as unusual and different as the pictures themselves. Note the copy below.

GEE WHIZ! AREN'T YOU TIRED!

of the same old stuff? Wouldn't you like to see something different for a change? Here's a picture that will make you gasp with astonishment—it's as different from the average picture as the stage is different from the screen.

IF YOU'RE TIRED OF THE OLD STUFF

The melodrama, "the triangle," the insipid romance, come down to the ____________. We've got something that will hand you the surprise of your life.

WE SAID IT WOULD BE A SENSATON—AND IT IS!

We said it would surprise and startle (name of city). And it did! If you are interested in the movies, and in their progress, you should see it. It's as different from the average movie as the photoplay is different from the stage.

Next (   ) we show a picture that critics have hailed as a great advance in motion pictures.

Personally we make no comment on that question. But we do promise you that it is the most unusual picture ever flashed upon the screen.

It has one great feature that the public is looking for. It's different. You've never seen anything like it. It's an experiment and we offer it on that basis. Are you willing to take a chance?

WITHOUT HESITATION,

we pronounce this the equal of any production ever shown in this theatre, and we know that there are many of our patrons who will think it is the greatest screen drama ever made.

(Copy like this should be used only on rare occasions when you have the production to back it up.)

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club **and send in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title__________________
Star__________________
Producer_______________
Comments_______________

Title__________________
Star__________________
Producer_______________
Comments_______________

Title__________________
Star__________________
Producer_______________
Comments_______________

Exhibitor's Name _______
House Name__________
Town________________
State________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

PERFECT FIT SEAT COVERS made to measure; guaranteed fit and lowest prices. Linenettes 45c (40c lots of 1,000), Belgium linens 65c (60c lots of 1,000). We manufacture all seat covers. Tri-State Theatre Equipment Exchange, 1403 Fifth Ave., Pittsburgh, Pa. 4-28

TWO de luxe Motiograph projectors and Motiograph high intensity lamps; used 6 weeks. Tex McCullough, Ararat Shrine Temple, 11th & Central, Kansas City, Mo. 5-5

TWO POWERS 6A machines, two compensarcs, one screen. In fine shape. Need the cash first; $90 takes all. B-368, Associated Publications. 5-5

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRES FOR SALE

ONLY THEATRE in Michigan county; 240 seats; for quick sale or lease. Address B-369, Associated Publications. 5-5

THEATRE in fast-growing wheat belt, small town; sale or trade. What have you? Address B-370, Associated Publications. 5-5

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXPERIENCED sound projectionist wants position immediately. Paul Hadley, Piggott, Ark. 4-28

THEATRE MANAGER — Have diversified buying experience; excellent knowledge of publicity, sound, acoustics, projection, exploitation, music, house management, financial reports, stagecraft. Command all requirements that go to make up the successful operation of modern theatre; age 37. Write B-361, Associated Publications. 4-28

SOUND PROJECTIONIST, all machines alone. Projectionist, 1819 Humboldt Blvd., Chicago, Ill. 5-12

POSITION WANTED—Theatre manager and exploitation man; own lobby displays, edit any kind theatre exploitation; go anywhere. Harry Reader, 5021 Margaretta Ave., St. Louis, Mo. 5-5

OPERATOR - ELECTRICIAN wants position; repairs projectors, and sound equipment; ten years' experience; married. Walter Ingalls, New Hampton, Iowa. 4-28

OPERATOR - ELECTRICIAN. Repairs own projectors; ten years' experience. Box 282, Mason City, Iowa. 4-28

PROJECTIONIST — Sound, wants position in middlewest. Roy L. Brewer, Granby, Mo. 4-28

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRICAL PRINTING

ADVERTISE your movies with 3x8 dodgers. 50 words allowed. 1,000, $1.00; prepaid. King Shopress, Warren, Ill. 4-28

POSTER EXCHANGES

CASH PRICES PAID for used advertising on current releases. Ship at once parcel post or express collect. B-367, Associated Publications. 4-28

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

FOUR insertions for the price of three. Terms, CASH WITH ORDER. Mail your copy with remittance to Associated Publications, Inc., 4704 E. 9th St., Kansas City, Mo.

Patronize The Associated Group
It Will Bring You Better Results

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
NSS
CHICAGO - NEW YORK - LOS ANGELES

Automatic Shutter Control

Invisible Changeover

"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

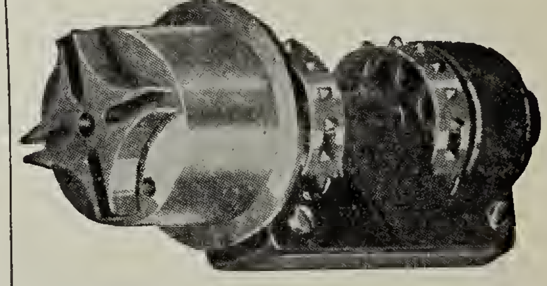
Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

The Millionaire

Warner Bros.—82 Minutes

Cast: George Arliss, Evalyn Knapp, David Manners, Florence Arliss, Noah Beery, J. Farrell MacDonald, Bramwell Fletcher, James Cagney, Tully Marshall, Ivan Simpson, J. C. Nugent, Sam Hardy. Directed by John Adolfi.

"Idle Hands" by Earl Derr Biggers has received excellent treatment in its transposition to the screen. Superb direction of that master dramatic character, George Arliss, and a perfect supporting cast has turned out a smart entertaining film with clever dialogue and rich humor.

Mr. Arliss portrays the successful business man who is ordered by his physician to retire if he desires to continue living. Against his wishes he does this and goes to a western health resort with his family, which consists of a wife and daughter. Inactivity and being fed on pills becomes very irksome to him and when he sees an opportunity to buy a half interest in a service station he does so, unbeknown to his family. The former owner puts over a fast one on him and another young man, who bought the other half interest, as the main highway was changed, making the station valueless. The younger man, whose entire fortune was invested, wished to go and fight it out with the former owner but the older man had ideas of his own which was to build on the main highway directly opposite the former owner's new station.

In the meantime the younger man and the daughter had become acquainted through her visit to the station for gas, each unaware of the connection of the other with the older man. After the new station is opened and he sees that he is going to make money enough to finish his course as an architect, he goes to ask the girl's father for her hand. She has already told her father of their love for each other and it meets his approval. His former business associates have had reverses and bring the doctor out to see if he has recovered sufficiently to return and take charge. He finds him much improved and takes the credit for pulling him through.

If this picture does not rate first among this year's productions it will surely be among the top numbers.—Southwell.

Shipmates

M-G-M—72 Minutes

Cast: Robert Montgomery, Ernest Torrence, Dorothy Jordan, Hobart Bosworth, Cliff Edwards, Gavin Gordon, Joan Marsh, Edward Nugent, E. Allyn Warren, George Irving, Hedda Hopper, William Worthington. Directed by Harry Pollard.

Montgomery's first stellar role in a story of the navy that, while not plausible, is highly entertaining. As a gob assigned to an oil barge he goes ashore and poses as a big oil man from South America. Runs into a party at which he falls for the girl who afterwards turns out to be the retiring admiral's daughter. Against his wishes he is assigned to the flag ship and reports for duty on the admiral's barge. The girl discovers his deception but still cares for him, but at her father's request refuses to speak. At gun practice he wins the admiration of his chief with whom he is always at loggerheads. He is recommended for appointment to Annapolis. Passes his examination but gets into a fight with a young lieutenant who has been going around with the girl. Knowing he has violated the code and is subject to arrest, he is planning to desert when he runs into the admiral who is on the wharf for a farewell look at his ships. The admiral demands an explanation but at this time an oil tanker blows up in the harbor in close proximity to an ammunition barge. The burning oil threatens the ammunition which, if blown up, would destroy every ship in the harbor. The gob and the admiral go out in a launch and open the sea cocks and flood the ammunition barge. In the attempt to leave the admiral is lost and the gob badly burned and comes to in the hospital bay where the young lieutenant tells him their fight is a purely personal matter. He goes to Annapolis and the fade out is with the girl who promises to wait the four years for his graduation.

Plenty of action in the shipboard scenes made through the cooperation of the navy and in the harbor fire sequence. Excellent supporting cast and smart, clean comedy should put this over big anywhere. Good exploitation angles will help you sell it.—Southwell.

Dirigible

Columbia—100 Minutes

Cast: Jack Holt, Ralph Graves, Fay Wray, Hobart Bosworth, Roscoe Karns, Harold Goodwin, Clarence Muse. Directed by Frank Capra.

Columbia comes forward with what looks like a box office smash and we say this after witnessing the opus cold in the preview room.

Jack Holt and Ralph Graves are together again, this time as two navy airmen making dashes to the South Pole. The story concerns a flight to the pole by Holt whose dirigible is wrecked in a storm before he reaches his goal. Graves, who is scheduled to make the flight with Holt, is taken off the crew just before the ship sails, his wife having begged of Holt to leave him behind. Holt's love for his pal's wife being greater than friendship for his pal he agrees.

While another ship is being built for Holt's trip, Graves goes southward on a sailing vessel, then pilots a plane in an attempt to reach the pole. In attempting to make a landing he is wrecked and marooned. Holt hears of the disaster via radio and sets sail in the newly finished dirigible to the rescue. Graves' wife is on the verge of divorcing him because of his love for air voyages being the greater. With the return of the party the greater love wins, however, with Holt getting the acclaim of the public and Graves the attention of his wife.

The direction is splendid. Some tense and thrilling moments and excellent photography. — Warren Stokes.

3 Girls Lost

FOX—72 Minutes

Cast: Loretta Young, John Wayne, Lew Cody, Joyce Compton, Joan Marsh, Katherine Clare Ward, Paul Fix. Directed by Sidney Lanfield.

Here is light flim fare that should please most any type audience. Romantic enough to satisfy without being too sophisticated and slopping over. Story concerns the adventures of three girls of distinctly different types who come from their respective homes to make good in Chicago.

Loretta Young as Noreen, who is reserved and sincere, acts as a mediator for Marcia (Joan Marsh) of the gold digger type and Edna (Joyce Compton), the romantic one who loves well but not wisely. Marcia becomes acquainted with John Wayne, a young architect, who introduces her to his employee, Lew Cody, a wealthy racketeer. House parties jazz it up a bit and an underworld killing adds a thrill, but the story is mostly romance which brings together the young architect and Noreen, the sincere one. A little comedy would have helped this one out but it is, however, good entertainment.—Southwell.

Ladies' Man

Paramount—75 Minutes

Cast: William Powell, Kay Francis, Carole Lombard, Gilbert Emery, Olive Tell, Martin Burton, John Holland, Frank Atkinson, Maude Turner Gordon. Directed by Lothar Mendes.

Sophisticated film adapted from Rupert Hughes' story of the same name with some changes that appear to be made for the better. Powell as the hero has hard work to make the audience sympathetic but by excellent ways wins you over. It is quite an unusual film and has an exciting and surprising ending. The acting is its strongest point and the entire cast was good, as they all had rather stiff tasks assigned them. Powell who toned down his role of a sort of super gigolo, Olive Tell as the foolish matron infatuated with him, Carole Lombard as the no less foolish daughter who wanted him for herself, and Gilbert Emery as the hapless husband who finally vindicates the family honor, each carrying out his or her part in a convincing manner. Kay Francis as the heroine gives her usual suave portrayal of the part assigned her.

Fine direction and photography with lavish settings play their part in making this film entertainment of the highest type.—Southwell.

The Big Bluff

Universal—20 Minutes

This could have been a good comedy but its slow motion makes it drag. It seems to have been directed indifferently and Sumverville is capable of better stuff. There is one sequence, in which a girl is hidden in the soldiers' quarters, which is risque and uncalled for. Story is about American soldiers in Russia. And that's about all.—A. F. S.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

SHOW ESSENTIALS

THE business of serving motion picture entertainment to the consuming public seems to entail much more than just projecting a feature and several short subjects on a screen, even though the picture be of the very best quality. There are a number of important considerations, not the least of which is the patron's comfort, a matter which seems to have been grossly overlooked by many exhibitors. Negligence in the case of projection equipment also has done its share in the lowering of box office receipts for which exhibitors, guilty of such carelessness, have placed the blame elsewhere. We have just completed a 1,500-mile motor trip and were amazed at the lack of progressiveness shown in many theatres in communities that would rally to the support of these theatres, now failing, were they made more inviting.

Perhaps there is an object lesson in the answer to a query on the subject, received from Gordon S. White, director of advertising for Educational Film Exchanges, who cites a specific example that undoubtedly fits many situations. Following is Mr. White's letter:

"I live in a suburban town which, although decidedly progressive in every way, is unfortunate in having only one picture theatre, and this is one that might have gotten by fifteen years ago but suffers sadly by comparison with the modern up-to-date theatre. The lighting is poor; it is cold and unattractive; even the odors are offensive. The projection is terrible; the sound reproduction is worse—in fact, it is the poorest I have heard in any theatre, and this in a high class suburban community of almost 20,000 people. Is it any wonder that it takes one of the year's "Ten Greatest Pictures" to bring out a crowd?

"If I were not in the picture business and did not consider it necessary to see certain pictures at this theatre to avoid inconvenience in hunting them up elsewhere, I probably would never attend it. As a matter of fact, recently I have formed the habit of watching the announcements of a subsequent run theatre in a town five miles away and catching the pictures there instead, driving the ten miles gladly in order to find some personal enjoyment in attending the very much better theatre I find in the neaby town. I have recently discovered that a number of other people in my town do the same thing.

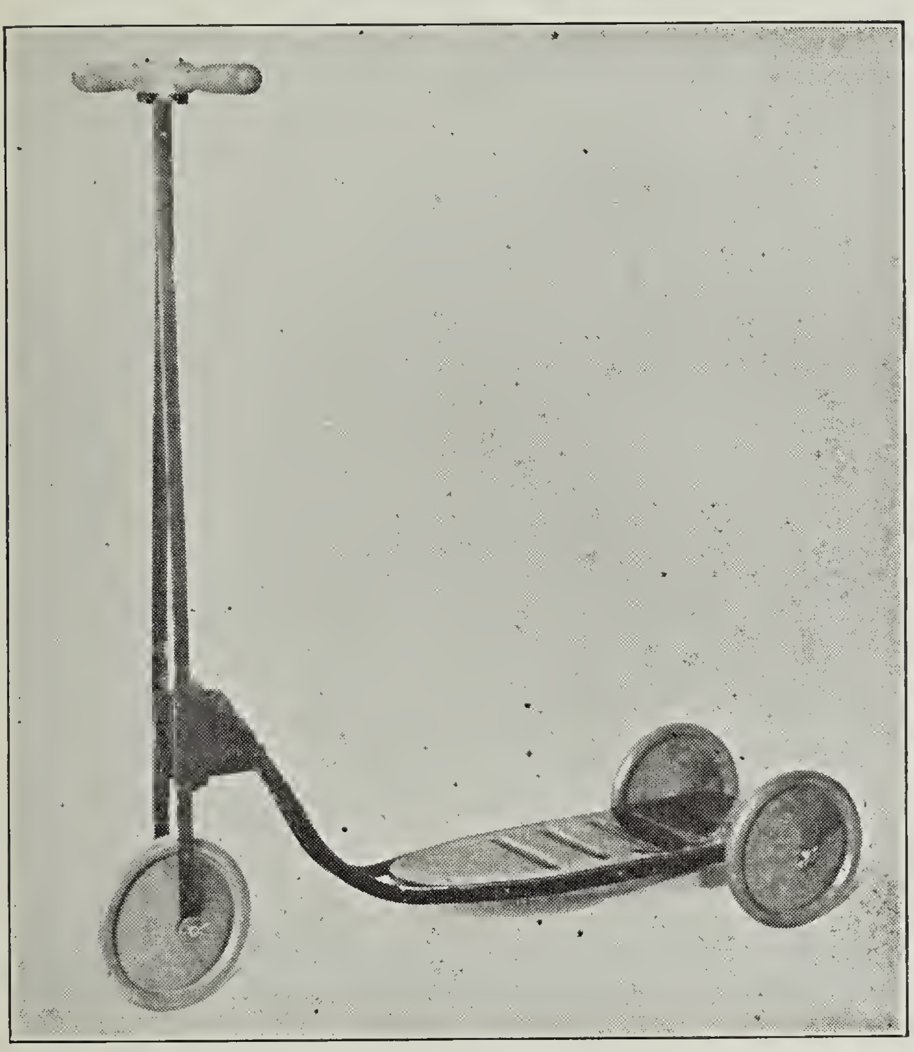
"Even with pictures they are very anxious to see they prefer to wait until the picture reaches the subsequent run house in the other community and drive there because at that theatre they find comfort, beauty, decent projection, acceptable sound reproduction and an opportunity to enjoy themselves. The amusing part of this is in the fact that the town I live in is a larger and better town and that the smaller community to which we go to see the movies has nothing else in it to attract us there. It is out of our usual lines of travel and we would almost never go there at all except for this theatre. I really do not know how to draw a more positive picture of the effect of decent surroundings than this one from my own personal experience."

Ben Shlyen

Increase Attendance

With the Tried and Proven

Scooter-Nite



Wins Kids on Sight!

Full Description of $3 Retail Value 3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for on of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade**, but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 2-3 Cents Per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The

Steel Stamping
Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered)

________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre __________________________ by________________Mgr.

Town ________________________________ State ______________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.__________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

LEADER!

HITS!

¶ Scan theatre reports on such PARAMOUNT knockouts as "Animal Crackers", "Manslaughter", "Anybody's Woman", "Monte Carlo", "Feet First", "Tom Sawyer", "Morocco", "Dishonored", "Scandal Sheet" and "Skippy"—to pick a few at random—and you've found another of the many reasons exhibitors today have PARAMOUNT foremost in their minds in thinking of product for the present and for the future.

Paramount TRADE MARK Paramount Pictures *Pictures*

MAY 12, 1931
VOLUME XI NUMBER 25

MOVIE AGE

NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

TESTING PRICE CUTTING IN MINNEAPOLIS LOOP THEATRES

SUPPER HOUR SHOWS FOR 10c IN NEIGHBORHOOD HOUSES

LAST SILENT THEATRE IN MINNEAPOLIS PASSES

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

YOUR THEATRE

Has A **PERSONALITY!**

WHAT sort of "personality" has your theatre registered for itself with the public? Personality in a theatre exists and is a box office asset, making people choose to attend your theatre in preference to some other offering similarly good attractions, just in proportion to the quality of your projection, and the appointments of your auditorium making for comfort and enjoyment of your patrons.

Making investments in theatre equipment for the comfort and pleasure of your patrons is the soundest kind of "business insurance." Little things that might not seem noticeable, such as slightly worn rugs or carpets, an occasional neglect of keeping the lobby spic and span and up-to-the-minute, may make many a patron feel that this theatre cannot possibly be giving the best entertainment value in town.

YOUR nearest Affiliated Theatre Supply Dealer store has in stock every item you need to keep the "personality" of your theatre at its best. When you visit your dealer take time to look around. You'll find many suggestions for the aid of your box office. Investing in the attractiveness of your theatre will help your screen attractions go over to bigger, steadier business.

The Sign of Service AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS *The Mark of Value*

A Nation Wide Organization of Independently Owned Stores

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Charlotte, N. C.: Carolina Theatre Supply Co., 206 So. Poplar St.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 1705 E. 21st St.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington. D. C.: Ben Lust Theatre Supplies, 308 2nd St.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.

945 Andrus Bldg.
5th and Nicolett

MINNEAPOLIS, MINN.

Testing Admission Cuts

In Minneapolis Loop Houses Where Publix is Giving Plan a Trial; Grosses Good.

Increased patronage was reported at Minneapolis loop theatres where lowered admission prices went into effect last week. The houses, however, had exceptionally strong attractions and the larger crowds might have been due to the strength of the screen offerings, rather than the cuts in scale, it is conceded.

Managers of the houses in question state that they want to wait another week or two to observe results before forming a definite conclusion as to whether the price reductions are a helpful influence.

All three theatres—the State, Lyric and Aster—are operated by Publix. The State now rates next to the Minnesota as the leading Publix loop house. The Lric follows after the State, while the Aster is at the foot of the first-run list.

It is significant that the Grand, a Publix loop theatre, playing second runs, which did not lower its scale, had a very big week. Here again, however, the strength of its attraction, "A Connecticut Yankee," was undoubtedly the principal factor in the heavy trade. Charging 10c higher prices than the first-run Aster, next door, the Grand enjoyed a splendid gross. There is no plan at this time to lower the prices at the Grand where 35c is charged at night.

In the face of the price cuts all around it, the RKO Orpheum, refusing to lower its scale, had one of the biggest weeks of the season. But in view of the fact that the house was offering Olsen and Johnson in person, outstanding box-office attractions here, this was not significant. However, the RKO Orpheum scale has been exceptionally low for more than a year, considering the quality and quantity of entertainment presented, so that undoubtedly there

(Continued on page 4)

Neighborhood Supper Hour Shows

Successful in Allied Theatres at 10c Admission Prices; Plan is Boosting Business.

Allied theatres in Minneapolis have hit upon a new and highly effective scheme to boost their grosses. It is a special 10-cent admission scale between 6 and 7 p. m. nightly at houses where the regular night price is 20c or 25c.

One Minneapolis neighborhood house, the Princess, has increased its takings an average of $300 a week by the scheme. Clyde Hitchcock, manager of the theatre, states that the special inducement for early attendance has been a remarkable revenue producer.

A survey of Allied theatres using the scheme reveals that the pre-war price for the supper hour is bringing into the houses many

(Continued on page 5)

Last of Silents

Passes in Minneapolis With the Closing of the Unique; Stores to Occupy Site.

Taps are being sounded for the last of the loop silent theatres and one of the oldest and most successful Minneapolis showhouses, the Unique.

This oldtimer is being permanently closed by Publix and will be turned into store space.

Publix has been operating it as a grind silent theatre at a 15c admission scale. Inability to obtain sufficient silent product to satisfy its needs is given as the reason of abandonment of the theatre. The company does not deem it advisable to install sound

(Continued on page 5)

5 FIRST RUNS

Closed Theatres Represent 4,000 Seats

The number of loop first-run theatres in operation in Minneapolis at the present time is the smallest for any corresponding period in many years. There are but five in all—the Minnesota RKO Orpheum, State, Lyric and Aster.

If overseating has been an adverse factor in the loop business situation, it surely has been eliminated, or, at least, greatly reduced in scope, by the closing of the Century, the RKO Seventh Street and Pantages.

The houses now closed have a total seating capacity of nearly 4000. Taking these seats "out of circulation," as it were, brings the total loop seating capacity of the first-run movie houses down to approximately 12,000, which surely should not be excessive for a city of 500,000 population, it is pointed out.

Pantages has been closed most of the season. It seats about 1,500. The Century, which closed several weeks ago, seats 1,600. The RKO Seventh Street, which went dark week before last, has a 1,400 seating capacity. The Century and Seventh Street are announced as closed for the summer. There are no plans for the reopening of Pantages.

House Sold

Milwaukee, Wis.—Jack Kraker has disposed of his Pastime Theatre, local neighborhood house, to Ed Jacobs and L. C. Schroeder.

Price Cutting

By M. E. CUFFEL, Editor

PRICE CUTTING now is general not only in the Twin Cities, but over the entire territory.

Reports received by MOVIE AGE indicate a feeling on exhibitors' part that lower admissions are essential in order to revive declining business.

While the writer believes that theatre admission prices undoubtedly should follow the trend of prices generally and while he recognizes that this trend is now downward, he, at the same time, feels that this practice is not one to be entered into lightly.

Before finally deciding upon a step of this character, we think that the exhibitor well might analyze with great care to determine if his theatre can operate profitably under lower prices. Perhaps, his prices now are at rock bottom from the standpoint of cost of doing business. Even in relation to the drastically deflated commodity prices

(Continued on page 4)

Olsen and Johnson Big Draw Here; Others OK

Minneapolis (week ending May 8)—The RKO Orpheum, with Olsen & Johnson in person on the stage in a big new act and with "Bad Sister" on the screen, carried off attendance honors here last week. The theatre was packed to capacity at every performance. In its second loop engagement, following a $1.50 roadshowing at the Century, "Trader Horn" also drew very well at the State. "Three Girls Lost," at the Aster, was another good drawing card. "City Streets," the Minnesota offering, did not prove an outstanding magnet, the public evidently being fed up on gangster dramas.

Aster—**Three Girls Lost** (Fox), Loretta Young and John Wayne. **Business:** Good. **Summary:** The adventures and romance of a trio of young and pretty small-town girls in the wicked city of Chicago. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Carton Comedy; Serial.

Lyric — **Charlie Chan Carries On** (Fox), Warner Oland. **Business:** Good. **Summary:** Thrilling murder mystery yarn. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota—**City Streets** (Paramount), Gary Cooper. **Business:** Fair. **Summary:** Another gangster drama with thrills and romance, but built pretty much along conventional lines. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage Show; Sound News.

RKO Orpheum — **Bad Sister** (Universal), Conrad Nagel. **Business:** Very big. **Summary:** The story of how a selfish girl is brought to her senses; small-town family life well depicted. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville; Sound News; Golf Reel.

State — **Trader Horn** (Metro Goldwyn), George Carey. **Business:** Good. **Summary:** Greatest of all jungle films with thrills galore. **Entertainment Merits:** 90 per cent. **Short Subjects:** Sound News; Cartoon Comedy.

Comedians Score

RKO prospered in Minneapolis and St. Paul last week. Olsen and Johnson in person turned the trick at the Minneapolis Orpheum, attracting holdout crowds at every performance. The Constance Bennett picture, "Born to Love," was the big drawing card at the St. Paul Palace Orpheum.

Cooperation

With Bert Lytell scheduled to appear in person as a guest star with the Bainbridge Dramatic Stock Company at the Shubert Theatre, Minneapolis, next week, Tom Burke, Tiffany exchange manager, put over a deal for the simultaneous first-run Minneapolis showing of his latest starring picture, "The Single Sin," at one of the Publix loop houses. Both the flesh-and-blood speaking drama theatre and movie house are expected to benefit from the unusual situation.

RADIO CONTEST

Publix to Test Public's Film Reaction

Publix in Minneapolis has inaugurated a four-weeks' radio contest which is being plugged during the Minnesota Theatre's broadcast over WCCO. Cash prizes of $25 are being awarded each week to the person sending in the best letter giving comments and opinions covering a picture witnessed during the particular week at any Publix local house.

The contest's purpose is to determine how far and completely the Minnesota broadcast covers the Northwest division, to obtain the actual public reaction to pictures of all kinds, to discover evidence of any change in public taste and to induce listeners-in to attend Publix theatres so that they may qualify for the cash prizes.

New Ad Man

Richard B. Gilbert of New York has succeeded J. C. Keefe as divisional director of advertising and publicity for RKO in Minneapolis. Mr. Keefe, who came to Minneapolis from the Fox offices in Milwaukee, resigned. Mr. Gilbert formerly was with a theatrical trade publication in New York City.

Price Cutting

(Continued from page 3)

and lower wages and salaries, his admission scale may not be too high, despite the fact that it has not been lowered during the past year.

The exhibitor must calculate how much of an increased patronage it will be possible to attract, under the most favorable circumstances, by the reduced prices, with the larger attendance necessary to offset the smaller revenue per patron. He also should take into consideration his ability or inability to reduce his costs in proportion to his cut in prices.

It may be that he feels that, under such trying conditions and times as the present, he should be content with smaller profits. But let him be sure that there can be profits or avoidance of the "red" under reduced prices.

The exhibitor should know definitely whether or not his prices are keeping away many prospective patrons in his community and he should endeavor to gauge the number of such persons. In the vast majority of cases, he will find, of course, that if he has a strong enough attraction—a picture that the public actually wants—his present prices are no deterrents. In most instances, the weakness of his product probably is the principal reason for empty seats.

Whether reduction of prices should be uniform is another matter for the exhibitor to consider seriously. A question that merits thorough consideration is whether Saturday and Sunday prices should be any higher than those prevailing on week days.

AD FILMS DEPT.

Paramount Transfers its Sales Policy

Handling of Paramount advertising films has been transferred from the salesmen to the advertising sales' department. L. M. Palmquist is in charge of the advertising sales' department.

Advertising film distribution affects but few exhibitors in the Northwest as there are only a comparatively small number of houses, aside from those operated by Publix, which are qualified to use the pictures. In order to qualify, theatres must be able to show an average attendance of 1,000 for every program prior to change. Theatres using the advertising films are paid by Paramount according to attendance.

There will be 52 of the advertising pictures released during the year at the rate of one a week. Such talent as Will Rogers will be utilized in the films. Entertainment value will be stressed in the pictures, the advertising being only incidental.

BERG WITH RKO

Former Tiffany Salesman Joins Frisch

A. W. Berg, formerly with Tiffany, has joined RKO under Mike Frisch, exchange manager, and will be the company's North Dakota salesman. Mr. Berg became affiliated with RKO just prior to the California sales' convention and, as a result, was taken along with the local party on the trip west.

Paul Perrizo, whom Mr. Berg replaces in North Dakota, resigned on account of ill health. Mr. Perrizo is a veretan film salesman.

Grace Menken Here

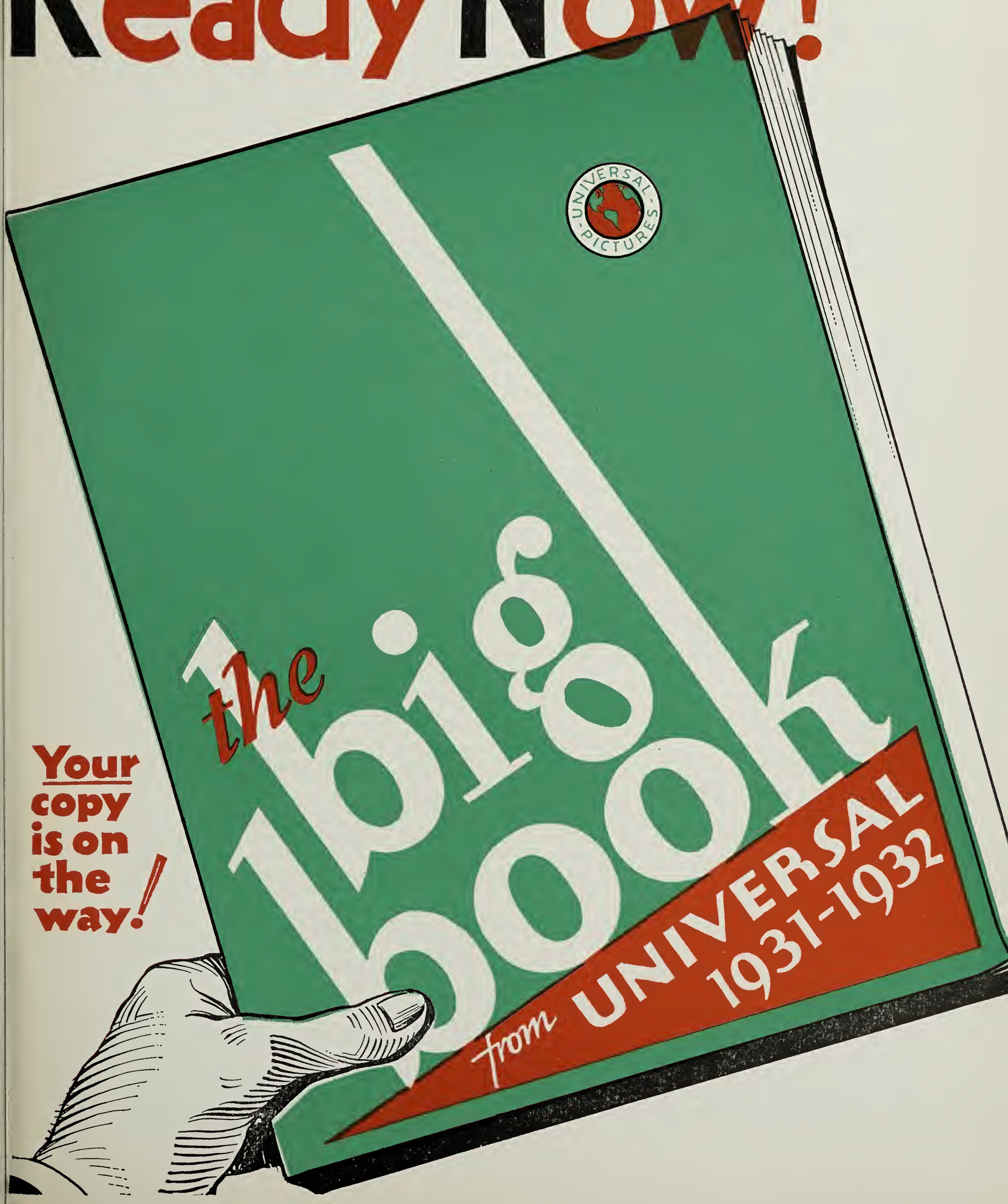
Grace Menken, well-known actress and wife of Bert Lytell, noted movie star, is the guest luminary with the Bainbridge Dramatic Stock Company at the Shubert Theatre in Minneapolis this week, appearing in "Petticoat Influence," Broadway and Chicago comedy hit.

Miss Menken will be joined at the Shubert next week by her husband, Mr. Lytell, and the pair will be seen in "Death Takes a Holiday."

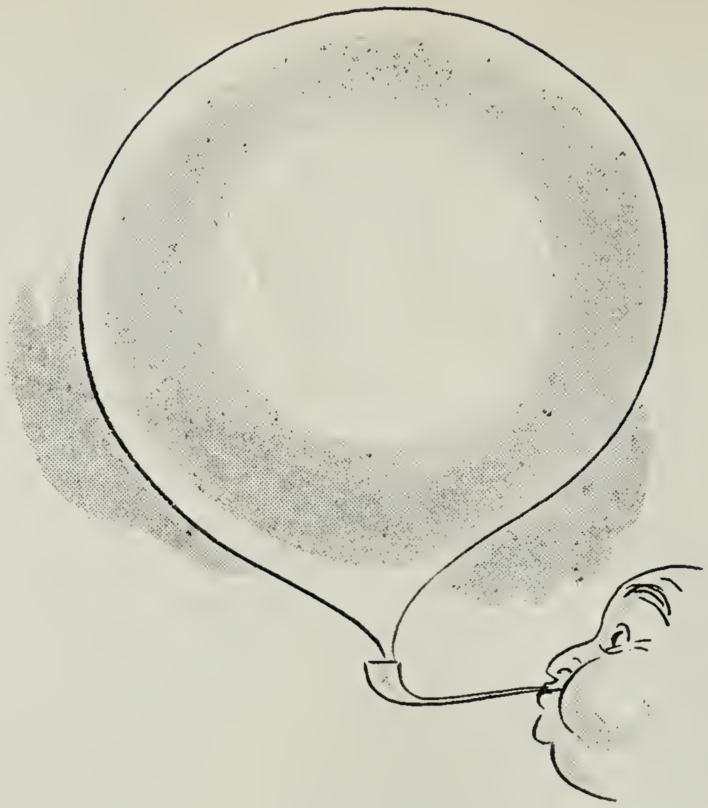
Buy Cohen Story

Hollywood—"The Iron Chalice," one of the best Octavus Roy Cohen's serious novels, has been chosen as Bill Boyd's first starring feature on the new RKO-Pathe production program. It will be placed in early production.

Ready Now!


UNIVERSAL PICTURES
the big book
from UNIVERSAL
1931-1932

Your
copy
is on
the
way!



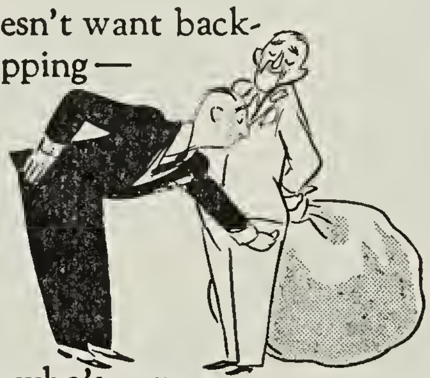
HE'S MAKIN' 'EM AWFUL BIG

But the Bubble is Bound to Burst

ARE YOU EASILY KIDDED?

We contend that the theatre man is a hard headed business man who

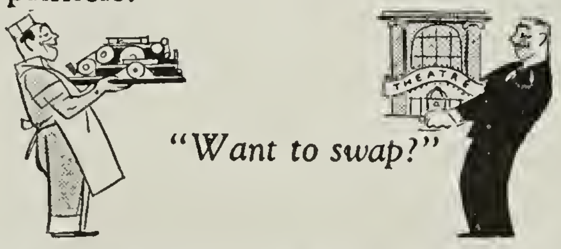
doesn't want back-slapping—



but asks only for a fair count and an idea of what's in the bag!

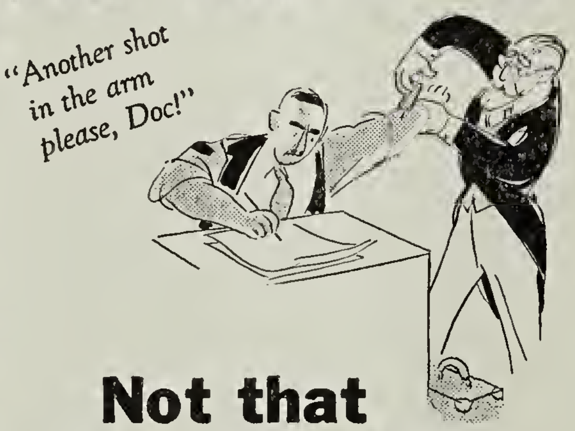
We're for the theatre man who's cagey about buying blue sky! He's suspicious about bubbles that expand because he's found by past experience that they only have air in them at the end.

THIS IS THE SILLY SEASON when the Announcement Boys are having fun. It's a great month for printers! Let's be printers!



DON'T MISUNDERSTAND PLEASE! There's an awful lot of sincerity back of all companies' announcements. We all know that you've got to present a product properly or it's hard to have a talking basis on a list of pictures that mean a great investment! **BUT —**

BOY, HOW THEY HOKE IT UP!


"Another shot in the arm please, Doc!"

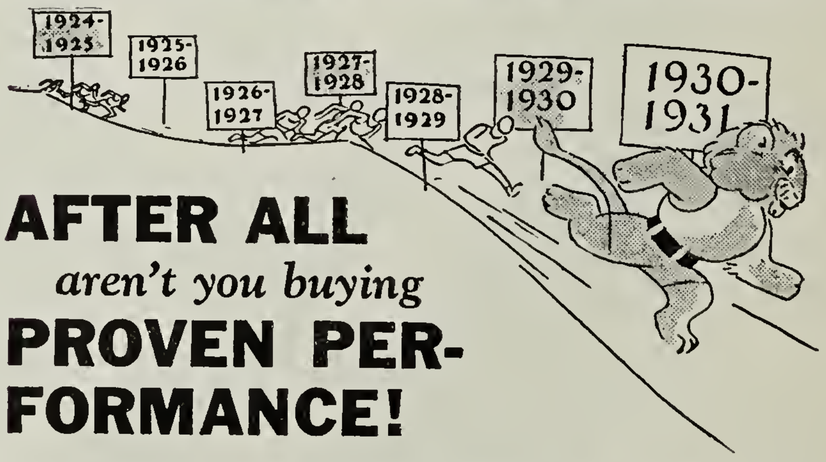
Not that M-G-M is any SHRINKING VIOLET!

Not that we're holier than thou

But—hell!—we are!

M-G-M IS ONE COMPANY that doesn't have to trot out the gold and silver and all the fancy hand-made paper that makes things look good (*even if they're not!*)

M-G-M IS THE ONE AND ONLY OUTFIT THAT CAN SAY TO YOU—



AFTER ALL *aren't you buying* PROVEN PERFORMANCE!

Every year it has been the same—Leo in the Lead—especially this past year with such hits as "Min & Bill", "Reducing", "Paid", "Inspiration", "Dance Fools Dance", "Strangers May Kiss", "Trader Horn", "The Secret Six", "Shipmates", "A Free Soul" and plenty more to come before the end of this season.

THE WEIGHT OF OUR SALESMANSHIP IS CONSISTENT SUCCESS!

LET'S BUST BEAUTIFUL *(but empty)* BUBBLES and talk facts:

M-G-M STARS — *the greatest!*
M-G-M STUDIO — *A Miracle City!*
M-G-M STORY PROPERTIES — *Fabulous!*
M-G-M PERSONNEL — *the same ever-aggressive, ever-young, ever-alert showmen who now present their greatest line-up!*

THE CROWNING GLORY
of Metro-Goldwyn-Mayer in 1931-32

(we're using this phrase because we sincerely believe it to be truly descriptive)

48 PRODUCTIONS—

(**NOTE:** This is the revised list of M-G-M Pictures for 1931-32)

30 Star Productions

MARION DAVIES (2)
Her latest release of the current season, Fannie Hurst's "Five and Ten," is typical of strong dramatic vehicles for her in the coming year.

NORMA SHEARER (2)
At the top! One hit after another! "Divorcee," "Let Us Be Gay," "Strangers May Kiss" and watch for "A Free Soul" another sensation!

GRETA GARBO (2)
The One and Only Garbo! Her magnetic appeal is unique in the industry! "Romance" and "Inspiration" will be topped next season by wonderful vehicles available!

JOAN CRAWFORD (2)
She's just signed a long term contract with M-G-M! And she's got stories even better than "Paid" and "Dance Fools Dance" coming in the new season!

JOHN GILBERT (3)
Of which two will be "Cheri-Bibi" the powerful story by Gaston Leroux, and "Candlelight" the Broadway stage hit! Gilbert's steady march back to top ranking is certain with such dramas!

WILLIAM HAINES (3)
You'll be surprised! We've got production plans for Bill Haines that will make this happy American favorite bigger than ever!

BUSTER KEATON (2)
Consistently outstanding comedies "Free and Easy" "Doughboys" "Parlor, Bedroom and Bath" have won him a new and greater-than-ever following!

ROBT. MONTGOMERY (3)
The Star Makers of M-G-M have done it again! "Shipmates" is cleaning up! Two of handsome Bob Montgomery's vehicles next season are the stage hit "The Truth Game" and "Huddle" the magazine story.

RAMON NOVARRO (2)
His popularity never wanes! His charm and personality keep for him an ever loyal public Novarro's vehicles for the new year are powerful choices, to be produced on a big scale

WALLACE BEERY (2)
M-G-M grooms them. The public makes them stars after hits like "The Big House" and "The Secret Six." Wallace Beery has shown the industry this year what he's going to mean to box-offices next season!

LAWRENCE TIBBETT (1)
He has brought into theatres thousands of folks who don't ordinarily attend. And they keep coming ever after. He's a new, wholesome appeal that America likes!

LUNT-FONTANNE (1)
The greatest acting team in the world! The Theatre Guild Stars at last agree to appear in talkies and naturally they pick the leading company to make their debut!

LAUREL-HARDY (1)
By public demand! Laurel-Hardy in a feature length comedy "Pardon Us." Audiences asked for it. Hal Roach and M-G-M waited for the right story. And now it's completed and it's a riot!

COSMOPOLITAN (4)
Cosmopolitan is a success name! "Big House", "White Shadows", "Broadway Melody", "Secret Six" are just a few. Next season, among others comes "Skyscraper Souls" from the thrill-novel and serial!

Special Information Forthcoming About
MARIE DRESSLER PRODUCTIONS

13 Exceptional Pictures

FLYING HIGH
The sensational stage hit, a year on Broadway, filmed with its great star Bert Lahr!

THE CHRISTIAN
Hall Caine's immortal soul-novel perfect for talkies!

BOARDING SCHOOL
Ritzy young folks learn about life and love! A new locale dramatized by M-G-M showmanship!

THE AWAKENING
John Van Druten, writer of stage hits, clicks again!

NIGHT COURT
Human destinies judged while a city sleeps! A gold mine of drama by Mark Hellinger, Charles Beahan.

RED HEADED WOMAN
We bought Katharine Brush's newest Satevepost serial in manuscript! Now it's a national sensation!

BRIDGE VS. BRIDGE
Divorce! Never so dramatically told as in this Liberty Magazine story!

AFTER ALL
Van Druten's big London stage hit. It will soon be presented on Broadway!

ARSENE LUPIN
The master-thief comes to talkies! Tod Browning will direct!

THREE WISE FOOLS
Broadway kept it packed a solid year! Perfect for talkies!

GUILTY HANDS
Bayard Veiller, author of "Paid" scores again with another audience idea!

THE SQUAW MAN
Cecil B. De Mille's Giant Production! Months in the making! A brilliant cast!

HONOLULU
The lure of tropical Honolulu dramatized in a lavish and thrilling production!

"The Marquee 5"
Five Big Productions attuned to the psychology of the entertainment hour!

The Crowning Glory of M-G-M SHORT SUBJECTS — '31-'32

LAUREL AND HARDY (8)
CHARLEY CHASE (8)
OUR GANG (8)
THE BOY FRIENDS (8)
ZASU PITTS, THELMA TODD (8)
DOGVILLE COMEDIES (6)
FITZPATRICK TRAVELTALKS (13)
FLIP THE FROG (12)
Cartoon Comedies
M-G-M SPORT CHAMPIONS (12)
FISHERMAN'S PARADISE (6)
SIR HARRY LAUDER (4)
HEARST METROTONE NEWS (104)
The super-newsreel of the newspaper, radio and screen, with which is incorporated THE GLOBE TROTTER.

May 7th

METRO-GOLDWYN-MAYER

More Power To You!

Last of Silents

(Continued from page 3)

equipment and run it as a talkie house.

The boast has been made that the Unique is one Minneapolis theatre that never has had a losing week. This may be an exaggeration, but the fact is known that, over a period of years, it has been a consistent winner.

During various periods of its career, the Unique has housed vaudeville, dramatic stock and vaudeville. It was the first popular priced vaudeville house in Minneapolis. Its seating capacity is approximately 700.

FOX SALES CHANGES

Eckhardt and Roth to O. M. Posts

Changes in the personnel of the Fox Film Corporation sales forces resulting from the promotion of Clyde W. Eckhardt and Mox Roth to district managerships, have been made, according to announcement by James R. Grainger, vice-president in charge of distribution.

Mr. Eckhardt is now supervising the Chicago, Milwaukee, Minneapolis and St. Louis territories. His place as Chicago exchange manager is taken by M. A. Levy, who has been in charge of the Minneapolis exchange. J. H. Lorentz, a Minneapolis salesman, is now exchange manager there.

Mr. Roth, exchange manager at Cincinnati, will assume position after June 1 as district manager of Kansas City, Omaha, Des Moines, Oklahoma City and Memphis, with headquarters at Kansas City. His place at Cincinnati will be taken by W. C. Gehring, who was formerly connected with the corporation.

The Minnesota Theatre, Minneapolis, took advantage of the appearance of George Prize and his "Punch and Judy" show with the Publix unit by taking Prize and his dolls to the Michael Dowling school for crippled children for a performance. The Star, local daily, used a photograph taken at the school and ran a story giving all the details.

Fay Wray Loaned

Hollywood—Fay Wray will have the ingenue lead opposite Ronald Colman in Samuel Goldwyn's production of "The Unholy Garden." She has been borrowed from Paramount for the picture. She has recently been seen in "Dirigible" and "The Finger Points."

HONOR BIRNBACH

Banquet Given for Musicians' Former Secretary

Minneapolis film circles were well represented at a farewell banquet tendered to Fred W. Birnbach, who resigned as secretary of the Minneapolis Musicians' Association to become executive assistant to Joseph N. Weber, president of the American Federation of Musicians, in New York. He has been secretary of the Minneapolis association for nearly 14 years and is highly regarded in local theatrical circles.

Among the speakers at the farewell banquet were W. H. Workman, president of the Minneapolis Film Board of Trade, and Eddie Ruben, Publix divisional director. Lou Breese, orchestra conductor and master of ceremonies at the Minnesota Theatre; Clem Borland, singer from the same house, and acts from the RKO Orpheum Theatre were among the entertainment features at the dinner.

L. A. Brewer was named as temporary successor to Mr. Birnbach.

Testing Cuts

(Continued from page 3)

is no need for any reduction here. In fact, the house could not afford to charge less than it is doing.

The Minnesota, ace Publix house, seating 4,200, where the highest admissions in town prevail—75c at night—had a comparatively poor week, but this, it was felt, was due to its lack of any outstanding attractions on screen or stage. When this theatre has strong shows it experiences no difficulty in drawing profitable patronage at its present prices. Its cost of operation is so large that it is doubtful if any lowering of scale can be effected.

The State, which dropped from 60c to 50c at night, had "Trader Horn" last week, the first of the lower prices, and its gross was the largest in a number of months. The Aster, with "Three Girls Lost," also reported exceptionally fine business, while the Lyric, with "Charlie Chan Carries On," did well, too. All three of the aforementioned pictures, however, are unusually good drawing cards everywhere.

Taking a leaf from the movie's book, "Three Little Girls," big musical show at the Minneapolis Metropolitan Theatre this week, engaged in a big advance radio advertising campaign. The show was plugged hard over the ether for several weeks ahead and listeners-in were requested to forward the names of triplets who are to receive free tickets for the show.

FRISCH HAPPY

RKO Manager Forecasts Bright Season

Back from California sales' convention, Mike Frisch, Minneapolis RKO exchange manager, is confident that RKO is set for a sensational banner year which will place it at the top of the list of producing firms. After previewing a part of next year's product, Mr. Frisch brims all over with enthusiasm.

What's more, declares Mr. Frisch, RKO still has some great releases left on the current season's program. Among these is "Donavan's Kid," starring Richard Dix in a character role similar to the kind he played in "Cimarron" and Jackie Cooper who played the title part in "Skippy." This picture is destined to be a box-office knockout in the territory, according to Mr. Frisch.

Among next season's product viewed by Mr. Frisch at the convention were five two-reel comedies which, he declares, outdo everything ever before witnessed by him in fun-making quality and the stars of which include Chic Sales, Roscoe Ates and Mickey McGuire; "Traveling Husbands," "The Woman Between," "Too Many Cooks" with Bert Wheeler, "Everything's Rosy" with Robert Woolsey and "High Stakes" with Lowell Sherman and Mae Murray. Each of the features is surefire box-office, Mr. Frisch avers.

PAT IN PERSON

O'Brien in Homecoming in Milwaukee

Milwaukee, Wis.—Two personal appearances were made by Pat O'Brien at L. K. Brin's Garden Theatre here during the opening week of "The Front Page." Pat appeared on a Friday evening, the opening night of the show, and again on a Tuesday night, which was designated as Marquette Night. O'Brien is a graduate of Marquette University of this city and his parents reside here.

As a result of his personal appearance and visit with his parents here, the picture received a great deal of newspaper publicity. In addition the theatre featured in its lobby, a display showing how the front page is made up from the time the copy is written until the pages leave the presses.

The display was coöperated in by the Wisconsin News, local daily. The picture enjoyed a splendid run in Milwaukee and enjoyed a business at the Garden in excess of any picture shown at the theatre for many weeks past.

Supper Hour Shows

(Continued from page 3)

entire families which cannot afford the regular admission scale and which, otherwise, would not attend the theatre. Whereas, the supper hour formerly had found the houses practically empty, it now finds them, as a rule, filled to capacity.

Managers point out that, especially where there is a good-sized seating capacity, it is better to fill their theatres to capacity at 10c than to play to less than half-filled houses at 25c. Furthermore, the attendance after 7 p. m., when the higher price obtains, has not been affected as adversely, in most instances, as one might is pointed out, is because the 10c is poined out, is because the 10c admission has created many new customers and brings in a large number of people who had not been in the habit of attending the theatre.

BIG OPENING

Hollywood Atmosphere at Milwaukee Premiere

Milwaukee, Wis.—A Hollywood atmosphere prevailed at the opening of Warner Bros.' new $2,500,000 Warner Theatre here May 1. Bebe Daniels attended the performance to extend her congratulations, while Mayor Daniel W. Hoan made the dedicatory address.

The photoplay "Sit Tight" with Joe E. Brown and Winnie Lightner opened the new house. A newsreel of Phil LaFollette conveyed the governor's message to the audience, while Steve Beauclair presided at the Kimball organ.

The theatre is of a combination French renaissance and modernistic design. Forty original oil paintings are included in the theatre, which has a seating capacity of 2,500. The house will adhere to a straight photoplay policy with prices ranging from 25 to 60 cents. Harold Janecky, formerly manager of the circuit's Kenosha Theatre, is manager of the new house.

A feature of the new theatre's service is a staff of uniformed chauffeurs to park the patrons' cars. The theatre occupies the site formerly occupied by the Butterfly Theatre.

Kill Tax Bill

Madison, Wis.—A bill to place a 4 per cent tax on the gross receipts of all theatres in the state was defeated in the assembly May 1 by a vote of 72 to 3. No appearances were made for the bill and a large delegation of exhibitors opposed the measure.

TUESDAY, APRIL 28, 1931

EVENING GRAPHIC

SHARKEY-CARNERA JUNE 10

Mahomet and the Mountain!

Com

May Be They

ON THE LEFT you see Jack Sharkey, the modern Mahomet, who goes forth to meet his man-mountain, Primo Carnera, right, on June 10 at Ebbets Field Brooklyn.

Available NOW in time to cash in on the year's biggest sport event! . . . . . .

PRIMO CARNERA

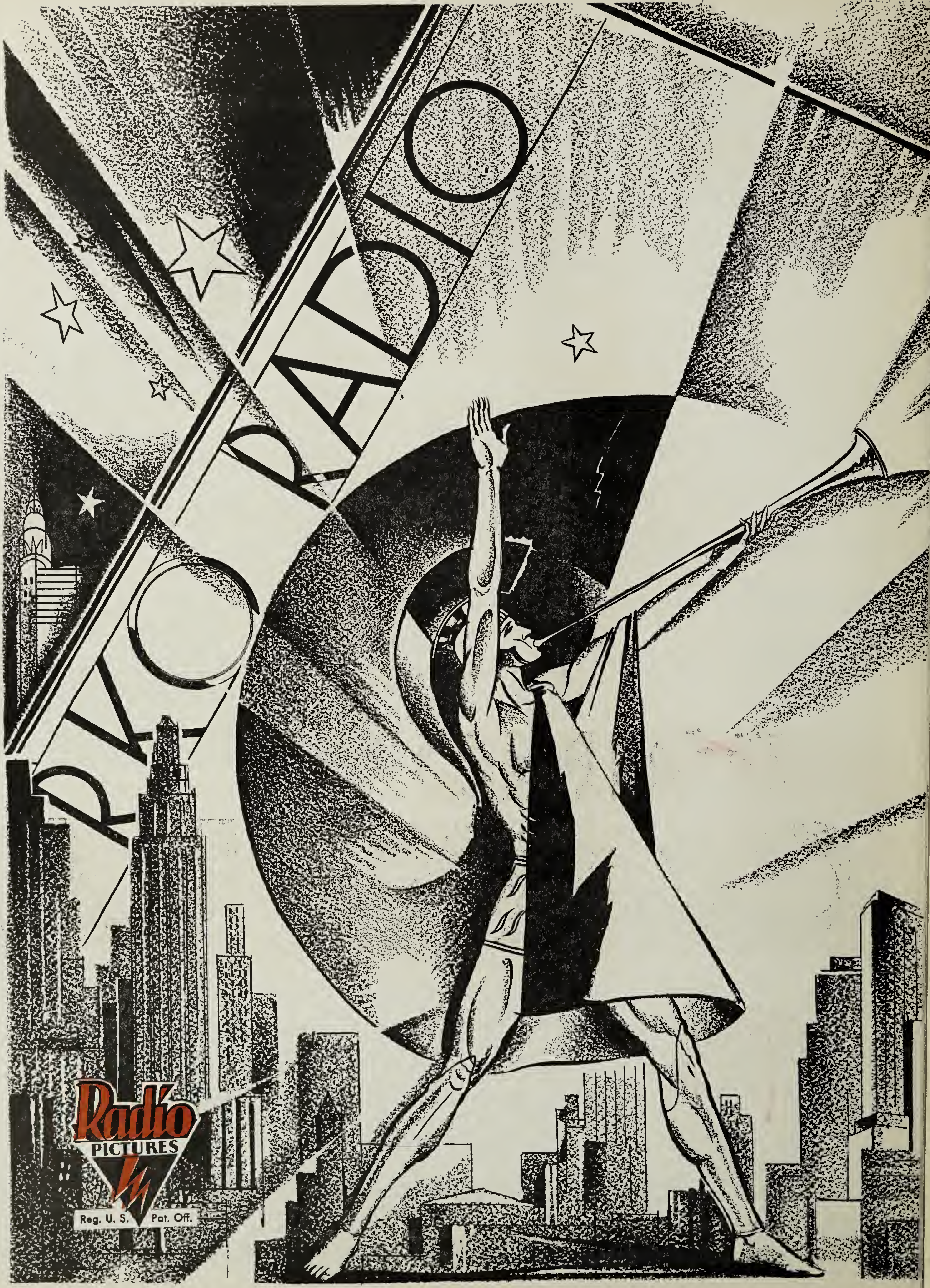
Man-mountain of the ring! The Big Parade Of Boxing! Strongest drawing card in the fight game. What a box-office wallop he packs with front page headlines selling him to your public! • • • •

He clowns! He fights! He slugs! He acts! In the most action-ful

2-REEL

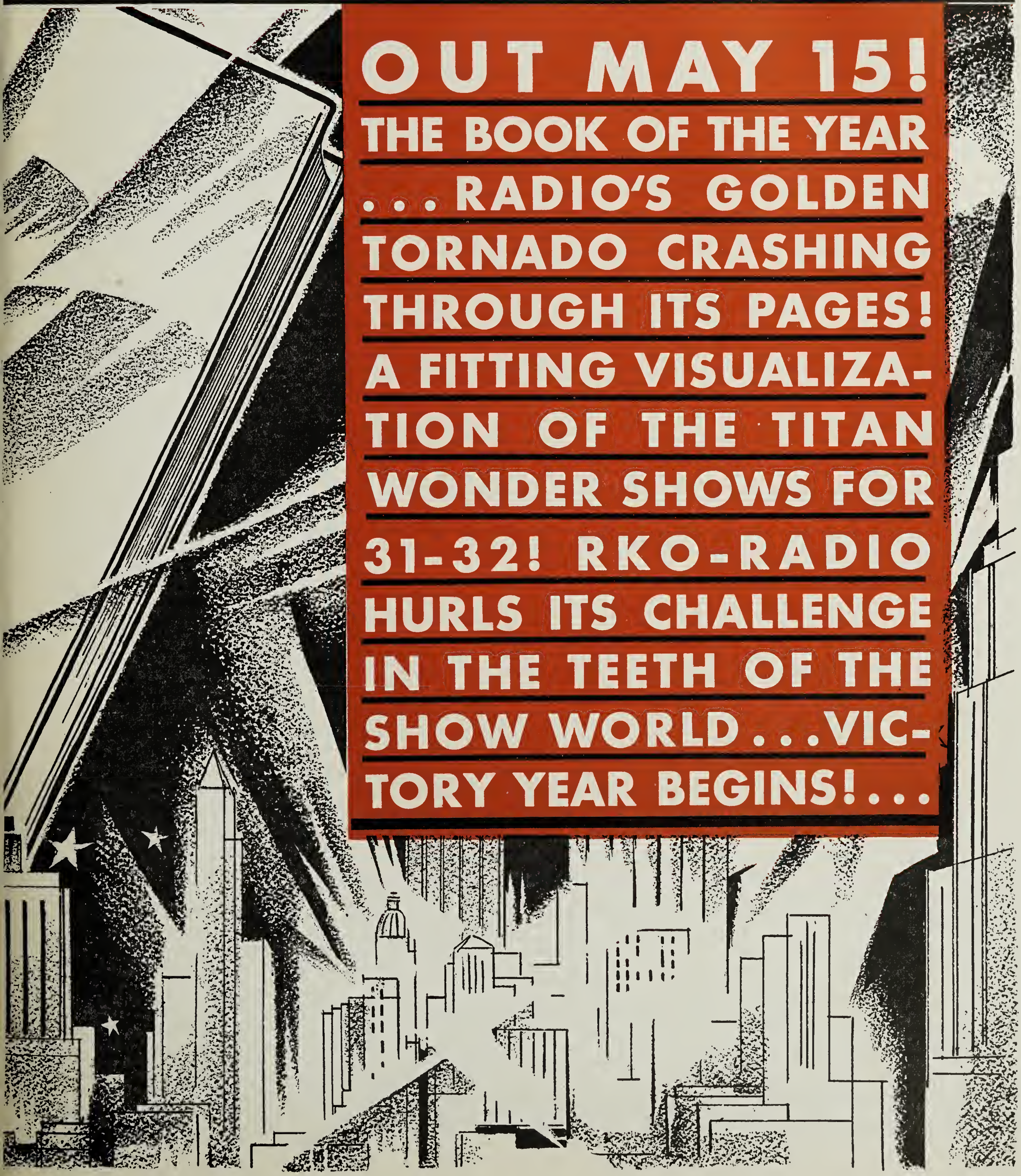
short in a long, long time!

When Bigger Shorts Are Produced **VITAPHONE** REG. TRADE MARK *will make them!*


RKO RADIO
Radio
PICTURES
Reg. U. S. Pat. Off.

BOOK OF THE YEAR

SHOWS OF THE DECADE



OUT MAY 15!

THE BOOK OF THE YEAR . . . RADIO'S GOLDEN TORNADO CRASHING THROUGH ITS PAGES! A FITTING VISUALIZATION OF THE TITAN WONDER SHOWS FOR 31-32! RKO-RADIO HURLS ITS CHALLENGE IN THE TEETH OF THE SHOW WORLD . . . VICTORY YEAR BEGINS! . . .

Brookhart Bill Passage

Sought by Allied States Assn. Through State Units; Lining Up Petitions for Adoption.

New York—According to current reports, Allied States Association is preparing a new campaign designed for the purpose of bringing about the passage of the Brookhart bill. This bill is scheduled to be introduced again when Congress re-convenes in December.

It is understood that Allied officials are getting in contact with state units throughout the country, asking them to line up petitions calling for adoption of the measure, which, among other things, would outlaw block booking.

'U' THEATRE CHAIN TO EXPAND

Under the Direction of Sol Lesser, According to Reports; 40 Houses Now in Chain.

New York—Universal is understood to be planning a theatre expansion move under the direction of Sol Lesser, who recently became an executive associate of Carl Laemmle. Under Lesser's guidance all Universal's theatre interests will be consolidated and uniform operation established. Closer cooperation between the theatre department and the distribution branches of Universal will be inaugurated.

There are approximately 40 theatres in the Universal group at present. The eighteen theatres comprising the Principal Theatres Corp., on the West Coast, of which Sol Lesser is president, do not figure in the deal.

Play Up Screen Stories

Rather Than Stars Is Universal's Policy for 1931-32 Season; Will Push Own Stars.

New York — Universal's policy for the new season will be the concentration on stories rather than on stars, according to Phil Reisman in an address bfore salesmen attending the New York convention last week.

This policy is a departure from the policies being followed by other companies. Reason given for this plan is the belief that stars can be borrowed to fit the stories, although Universal will push its own stars.

COLUMBIA ADDS 6

Program to Include 26 Features

New York—Columbia will make 26 features for the 1931-32 season instead of 20 as originally announced. Columbia officials have been preparing the production schedule in New York.

AD MAT CHANGE

United Theatre Advertisers Is New Name

New York—United Theatre Advertisers, Inc., is the new name of Theatre Ad Mat Service which now is headed by Walter J. Stein, formerly of Balaban & Katz. Sidney Davidson, formerly Universal exploitation director and more recently with Warner Bros. advertising department, is director of advertising. Terry Turner remains as director of exploitation and Irving Frankel continues as director of service and production.

The organization has moved into larger offices at 580 Eighth Ave. Under a change in policy proof sheets of ad mats will be supplemented by the addition of specially written advertising copy and punch lines. Ad mats will be released on all features of the major companies as well as a special monthly service of general seasonal and institutional mats. The concern's studio personnel has been augmented by a staff of 15 artists and another studio, to concern itself with creation of first run campaigns, it is planned.

Retains Name

Hollywood — Metro - Goldwyn-Mayer's picturization of Kenyon Nicholson's play, "Torch Song," will retain the title of the original drama in its screen transcription, instead of being known as "Complete Surrender." Harry Beaumont is the director of "Torch Song," which is a Joan Crawford starring film. The cast includes Neil Hamilton, Marjorie Rambeau, Clark Gable, Roscoe Karns and George Marion.

Screen Ads Still on Trial Declare Agents

Washington, D. C.—With comments pro and con on the subject of screen advertising, the American Association of Advertising Agents in convention here last week took little action on the matter. According to the agents the screen ad situation is still in a stage of experimentation and the discussions of the subject were held in secret. The committee, appointed to consider the innovation, made the following report:

"It is easy to get pictures made, but adequate distribution is neither simple nor certain. Your committee can perhaps be of no greater service to you at this stage than by emphasizing the highly experimental character of the medium at present. There is ground for belief that, properly handled, it can prove a highly profitable medium for advertiser and agent alike.

"There has been some loose talk lately in opposition to screen advertising. Most of it emanates from competitive interests in the motion picture business, but, curiously enough, few complaints have come from the real judges—the public. Certain of the entertainment films, sponsored by advertisers, have already so established themselves in public favor that the first title of a new subject is applauded when shown.

Films Must Be Interesting

"Sponsored films, designed for showing to the general public, should be sufficiently entertaining to deserve a place on the programs of first run theatres."

The tie-up of Carl Laemmle with Allied States has brought out the following statement on sponsored reels by the Allied organization:

"Carl Laemmle has warned producers and exhibitors alike that overdoing screen advertising will be bad for business. His readiness to enter into an arrangement with Allied States is all the more significant, therefore, since it shows that he considers Allied States on the right track in the present situation, not only in reducing advertising to a minimum but in making it possible for the exhibitor to gain as well as the producer."

Bizzelle Moves Up

New York—John R. Bizzelle has been appointed general sales manager of Pacent Electric Co. and Pacent Reproducer Corp. Bizzelle formerly was assistant sales manager.

NEW PORTABLE

RCA Recording Device Weighs 400 Pounds

New York — RCA Photophone engineers, in collaboration with the engineers of the Westinghouse Electric & Manufacturing Company and the General Electric Company, have produced a new portable sound recording equipment for use in connection with the Mitchell camera that is claimed to be the most efficient apparatus of its kind that has been introduced in the field of outdoor recording activities.

For newsreel and "location" work, it is said to meet demands that have heretofore been impossible and in connection with the recording of industrial and commercial pictures and the chronicling of expeditions upon land and sea and in the air, the apparatus appears to fill a long-felt want.

Including cables, cases and all accessories, the entire equipment weighs less than 400 pounds and can be easily transported in the rear compartment of a small automobile. The operating equipment necessary for "location" work weighs about 245 pounds.

WITH COLUMBIA

Barbara Stanwyck Still Under Contract

Hollywood — Because of wide publicity given to the report that Barbara Stanwyck had signed a contract with Warner Bros., Columbia Pictures issues a statement that the star is still under contract to them, and will appear in several of the company's productions next season.

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer Records—33⅓ R. P. M.

NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.

$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Paper Co-operates On 'The Front Page'

"THE Front Page" was put over with a bang by Manager Harry Gammett, of the Globe Theatre, when it played in Bethlehem, Pa., recently.

The Bethlehem Globe-Times co-operated to the extent of publishing "Front Page News" and "Front Page Bargains" in their advertising section in tying up local products. Across the front page of the Globe-Times, in huge red letters, appeared "'The Front Page', at the Globe Theatre, starts Tomorrow." Fourteen 24-sheet stands, one hundred 1-sheets, street car advertising, and a three-day calliope parade through the streets, were all employed in advertising the picture.

Five thousand copies of the "red letter" edition announcing the arrival of the picture were distributed through rural towns adjacent to Bethlehem. Twenty tire covers carried the news around the city.

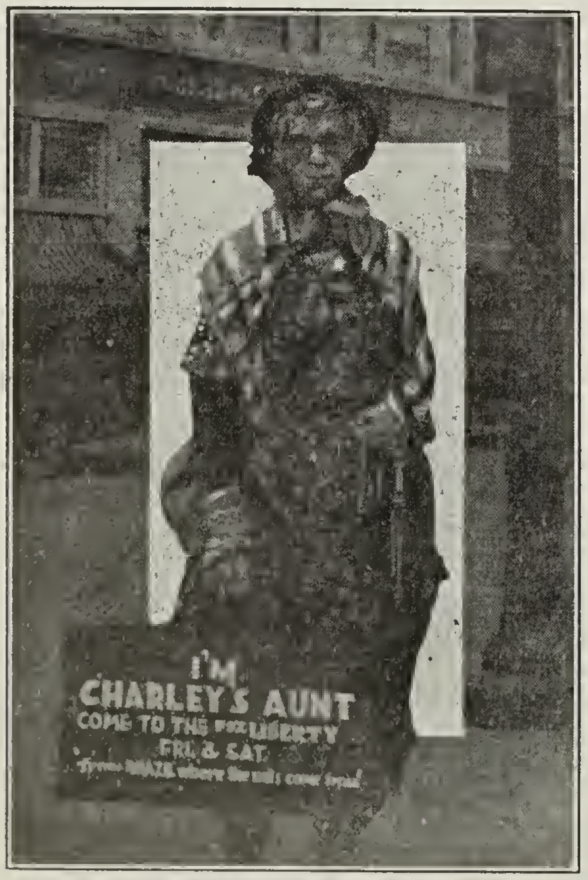
Smaller towns have put over similar campaigns on this picture at a small cost.

$5 Campaigns

SEVERAL weeks ago it was announced in this department that a page would be devoted to successful exploitation stunts put over at a cost of $5 or less. Since publishing this announcement we have received a number of encouraging letters from exhibitors, complimenting the idea.

Big circuits can afford expensive campaigns, but the average independent exhibitor's budget for exploitation is limited. If a showman in another part of the country put over a campaign on—for example — "Scandal Sheet," at a cost of $3 and brought in one of his biggest grosses, you'd like to know how he did it, especially if you had that picture booked. And perhaps you put on a wow of a campaign on "Charlie's Aunt" for less than $5. Some other exhibitor would want to know how you did it.

Why not exchange ideas?



Extra business came to the Fox Liberty Theatre, Astoria, Oregon, on Columbia's "Charley's Aunt" as a result of a fine ballyhoo. Edgar Hart, the theatre's manager, dressed up his doorman as "Charley"'s Aunt" and had him parade the streets of the city.

AD - it - orial

Capitalize on Vacation

By William Jacobs

SCHOOL bells soon will be silent.

Its stillness permits the kiddies and students to stay up later every night. And an opportunity for them to nag mother to take them to a matinee.

During their months of vacation their only thought will be to seek various forms of entertainment.

Have you made plans to capitalize on this thought? Have you given consideration to the ideas that can be put over economically to draw the youth to your theatre?

The book of exploitation is stuffed full of inexpensive stunts.

Think of youth's psychology.

Create stunts that will attract youth. Something that will cause them to talk.

Offer inducements that pep them up to point of their dragging parents out of the fireside easy chair to the theatre. Ideas which cut short the evening drive in the family car.

Display in your lobby stills and posters of your short subjects. Play up the cartoon comedies. Book them heavily during vacation days. Feature them.

Use advance screen announcements on short subjects.

Devote at least forty per cent of your newspaper space to short subjects and cartoon comedies. Don't merely mention the titles and stars. Use saes copy! Most short subject producers provide cuts. Put enthusiasm behind them.

Also play up the children's admission price.

Capitalize on youth during their leisure entertainment seeking vacation days.

They'll help fill those extra seats!

Two Ideas on "Tabu"

TRACING a path with pen or pencil such as will permit Matahi to reach imploring Reri without crossing any of the lines is shown with mat furnished for "Tabu." This cut lends itself to a herald or newspaper contest. A lobby display of praise by N. Y. critics is good idea offered by the press sheet. Basing the whole campaign on reviews will create the entertainment importance this type of picture needs.

Flying Lessons

W. O. JAMES, manager of the Oriental Theatre, Milwaukee, has effected a tie-up with the Curtiss-Wright company which permits patrons of the theatre to avail themselves of a complete ground course in aviation. The course will take about three months to complete, and classes will be held at the Curtiss-Wright headquarters. A diploma will be given to those students who meet the requirements of the school and a credit of $50 allowed on the cost of any additional flying courses.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

... AS TOLD BY ...
EXHIBITORS THEMSELVES

COLUMBIA

Ten Cents a Dance, Barbara Stanwyck—A good show. Recording on film perfect — Joseph Delisi, Liberty, Saltsburg, Pa.

Barnyard Concert, Mickey Mouse This dirty, filthy reel should not be allowed in the mails, let alone shown to women and kids. Pulled after first showing. No more Mouse reels in this theatre—Carl Veseth, Palace, Malta, Montana.

FOX

Fair Warning, George O'Brien—Very good outdoor production—H. R. Cromwell, Bedford, Bedford, Pa.

Once a Sinner, Dorothy Mackaill —Fair picture. — H. R. Cromwell, Bedford, Bedford, Pa.

M-G-M

Dance Fools, Dance, Joan Crawford—Very good. — Joseph Delisi, Liberty, Saltsburg, Pa.

Trader Horn, Harry Carey—Very good but not for small towns.—A. J. Molstad, Regent, Eveleh, Minn.

Min and Bill, Marie Dressler, Wallace Beery—If you have been married over ten years you should see this picture. It shows you the best way to settle an argument.—Holland & Venable, Liberty, Lone Wolf, Okla.

TIFFANY

Drums of Jeopardy, Warner Oland—Very thrilling. Sound-on- film is wonderful. Tiffany can make some good ones when they try. Come on Tiffany, give us more with meat in them—Carl Vesseth, Palace, Malta, Mont.

Third Alarm—Expected a better picture after reading the press sheet —Ritz, Cordell, Okla.

Drums of Jeopardy, Warner Oland—Good mystery drama. Women went out with hysterics. Will please every one. — Holland & Venable, Liberty, Lone Wolf, Okla.

Ex-Flame, Marion Nixon—Not so hot. Recording bad on disc. Poor direction. Fell down after first night.—Holland & Venable, Liberty, Lone Wolf, Okla.

Single Sin, Kay Johnson and Bert Lytell.—This is a dandy little picture. Will hold you in suspense. Beautiful setting throughout.—Holland & Venable, Liberty, Lone Wolf, Okla.

STATE RIGHTS

Ten Nights in a Bar Room—Wm. Farnum—Very good, it doubled my business. I recommend it to all houses—A. J. Molstad, Regent, Eveleh, Minn.

Ten Night in a Bar Room, Wm. Farnum—Good show. Type pleases working men. Moral a big pull for social set and civic associations. Did big business in moderate weather. —Wysor Grand, Muncie, Ind.

Ten Nights in a Bar Room—Wm. Farnum—This picture went over well, playing to big crowds. Pleased audience immensely. This is just the kind of a picture that our audience thoroughly enjoys from start to finish.—Palace, Danville, Ill.

WARNER BROS.

Illicit, Barbara Stanwyck — For some reason this failed to click. But it's very good of its kind.—Ritz, Cordell, Okla.

UNIVERSAL

Little Accident, Douglas Fairbanks, Jr.—This picture went over better than it deserved. Situations are funny but the acting was below par for Universal. However, it got by nicely in spite of being a little boresome in spots.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

East is West, Lupe Velez — A dandy production that pleased them all. Good story, good acting, good recording and it ended well. An American boy rescues a Chinese girl from slavery and they fall in love regardless of racial differences. When it ends that the girl is white and she tells him, "Now, our children won't be born with pigtails," they all go out laughing.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Young Desire, Mary Nolan—A production that I played pretty old. A good picture with a punk ending, though ending is logical. The crowd will like the circus setting, and comedy is worked in nicely. Recording good on disc.—J. W. Crabtree, Metro Theatre, Clarendon, Ark.

Indians Are Coming, serial — Started out rather draggy but gets into good swing on third episode and is exceptionally good by the fifth episode, the last one I have played. However, do not consider it as good as "Spell of the Circus." —J. W. Crabtree, Metro Theatre, Clarendon, Ark.

See America Thirst, Summerville-Langdon—This is fair entertainment for small town patronage, but too silly to be called good comedy. —R. C. Peniston, Majestic, Jetmore, Kas.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________ **Producer** ______________

Business and Comment: ______________________

____

______________ **Weather:** ______________

Title ______________________________

Star ______________ **Producer** ______________

Business and Comment: ______________________

____

______________ **Weather:** ______________

City ______________ **Theatre** ______________

State ______________ **Exhibitor** ______________

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and **send in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet **to play.**

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Exhibitor's Name ________
House Name________________
Town________________
State________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO GUARANTEED rebuilt Simplex machines complete with new Brenkert reflector arc lamps. A real bargain. Monarch Theatre Supply Co., 154 East Calhoun. Memphis, Tenn. tf

TWO SIMPLEX machines first class condition, $750; one Gulf Breeze cooling system with 5-horse motor; all in good condition for $150; 80 veneered chairs one dollar each. Want pair reflector arc lamps and motor generator set. Will trade. A. V. Wade, Gainesville, Texas. c5-12

SACRIFICING DOWN PAYMENT — Two brand new Strong Junior reflector arc lamps and two 30-ampere Garver rectifiers never taken from cases. List price $780.00. Due to lease trouble, sacrificing down payment. First $465.00 takes outfit. Send draft to Stebbins Theatre Equipment Co., 1804 Wyandotte St., Kansas City, Mo.; they will make shipment. D. G. Shade, Empire Theatre, Kansas City, Mo. c5-12

TWO low intensity Peerless lamps $300; sound screen, $50; Arctic blower, $250; six-letter horizontal electric sign; chairs and brass rail; suction fan; complete Pacent disc sound, $300. T. V. Barnes, Elwood City, Pa. 5-12

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

FOUR insertions for the price of three. Terms, CASH WITH ORDER. Mail your copy with remittance to Associated Publications, Inc., 4704 E. 9th St., Kansas City, Mo.

POSITIONS WANTED

THEATRICAL sign artists open for position. Ed Winter, Savannah, Ga. 5-19

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

SOUND PROJECTIONIST, all machines alone. Projectionist, 1819 Humboldt Blvd., Chicago, Ill. 5-12

THEATRES FOR SALE

TWO THEATRES—Good western Kansas county seat town; also Oklahoma Panhandle county seat town; Sunday shows; both RCA film; good business; cash or terms. Write 372, Associated Publications. 5-12

PICTURE SHOW—Sound; have other business; reasonable rent. W. Patterson, Lynchburg, Ohio. 5-12

BARGAIN FOR CASH—Town of 1,000; talking picture equipped; rent reasonable. Star Theatre, Meridan, Idaho. 5-12

THEATRE in fast-growing wheat belt, small town; sale or trade. What have you? Address B-370, Associated Publications. 5-5

THEATRICAL PRINTING

1,000 3x8 dodgers, $1.00; 50 11x14 window cards, $1.85; prepaid. King Shopress, Warren, Ill. 5-12

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POSTER EXCHANGES

HIGHEST CASH PRICES paid for used advertising on current releases. Ship at once parcel post or express collect. B-367, Associated Publications.

Patronize The Associated Group
It Will Bring You Better Results

for houses with sound equipment
the talking trailer
and
the sound trailer
two distinct styles
National screen service
CHICAGO - NEW YORK - LOS ANGELES

Invisible *Changeover*

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

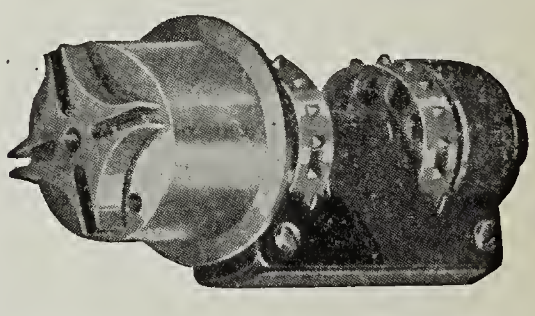
Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Young Sinners

Fox—78 Minutes

Cast: Thomas Meighan, Hardie Albright, Dorothy Jordan, Cecelia Loftus, James Kirkwood, Edmund Breese, Lucien Prival, Arnold Lucy, Nora Lane, Joan Castle, John Arledge, Eddie Nugent, Yvonne Palletier, David Rolkins, Gaylord Pendleton, Billy Butts. Directed by John Blystone.

Fox has made an excellent picturization of the popular stage play from the pen of Elmer Harris. It is a story teeming with flaming youth and their wild antics. Should click with any audience. Until the time Thomas Meighan comes into the picture there is a lack of human interest.

Meighan as a rough Irishman is placed in charge of a millionaire's son and takes him up into the mountains to try to make a man of him in a year's time which the father failed to do in 20 years. The way he goes about it, finally bringing the boy to his senses, makes this picture really belong to Meighan.

Hardie Albright plays his part well as the dissipated youth. He graduates from Meighan's school with honors and gets his diploma when he knocks out his instructor. Dorothy Jordan makes a convincing heroine. Edmund Breese shares top honors as the boy's father.—Jesse.

SELLING SEATS: Play up Thomas Meighan. He should mean something to old-time fans at the box-office. The story having been a successful stage play should not be overlooked. Tie-up with the parent-teacher societies as the picture has a good moral for fathers as well as for children.

Born to Love

RKO-Pathe—84 Min.

Cast: Constance Bennett, Joel McCrea, Paul Cavanagh, Frederick Kerr, Anthony Bushell, Louise Closser Hale, Claude King, Mary Forbes, Elizabeth Forrester, Edmond Breon, Reginald Sharland, Daisy Belmore, Fred Esmelton, Martha Mattox. Directed by Paul L. Stein.

Here is a great woman's picture with the star suffering from start to finish. Has an "East Lynne" theme with the World War as a background.

There is hardly a light moment in this film story of misunderstandings between two young lovers. Miss Bennett endures all sorts of anguish, looking beautiful, if a bit worried, through it all. Emotional drama does not become her as well as the light sophisticated roles. The ladies will like Joel McCrea and Paul Cavanagh in the leading male roles which they handle with exceptional brilliancy. Director Paul Stein has shown some sharp flashes of genius. His Armistice Day scenes in London are exceptionally well done. All in all a rather sordid picture that starts off well but slows up midway with a fairly good finish.—Southwell.

SELLING SEATS: Play up the love interest and star as they are the best selling points. Lends itself for good tie-up with local Red Cross for benefit. Get furniture stores to display baby outfits.

Seed

Universal—97 Minutes

Cast: John Boles, Genevieve Tobin, Lois Wilson, Zasu Pitts, Richard Tucker, Frances Dade, Kenneth Seiling, Helen Parrish, Don Cox, Terry Cox, Dickie Moore, Raymond Hackett, Bette Davis, Jack Willis, Bill Willis, Dick Winslow. Directed by John M. Stahl.

The producer, director and principals climb to new heights in "Seed." Surely John Boles and Lois Wilson never gave more convincing performances, Stahl never gave a picture a more appealing touch and Universal hasn't produced such a magnetic story. It is adult entertainment mainly, and not too sophisticated to please only the so-called intellectuals.

The book is more daring than the picture insofar as the advocating of birth control is concerned, but the picture implies what the book tells and there is nothing offensive in any part. It is a human story humanly depicted and should be a money maker. Its absorbing theme makes up for any lack of action.

The story tells of an ambitious writer who hasn't time to write because of the attention he must give to his home, wife and five children. But along comes an old sweetheart, manager of the Paris office of the publishing house for which the hero works, who assigns him to the task of finishing a novel which he had started several years before. She let him use her apartment for writing and in time he forgets home ties for the other woman. There is the separation, his marriage to the other girl and the passage of ten years. He returns from Europe a great writer. His children have grown up but he sends each to school, leaving their mother alone. The return awakens the love of the hero for his children and the other woman admits her defeat.

Genevieve Tobin, as Mildred, the other woman, gives a finished portrayal, while Lois Wilson has made a triumphant return to popularity. The children are excellent types. There are tears and laughter in "Seed." It's a real picture. —Steen.

SELLING SEATS: Play up the popularity of the book. Universal has an elaborate herald which should be used Joe Weil, exploitation director for Universal, has issued a comprehensive exploitation bulletin on the picture which covers every angle. It is suggested that exhibitors use it in the advertising. The bulletin may be obtained at the exchanges or from the home office.

Father's Son

First National—75 Min.

Cast: Lewis Stone, Irene Rich, Leon Janney, John Halliday, Mickey Bennett, Gertrude Howard and others.

A marvelous and decidedly human picture, with excellent cast and direction. Highly entertaining. Very good for Sunday night show or special family night program. Suitable for both parents and children.

The story concerns a strict father (Lewis Stone), who through lack of understanding of children and lack of companionship with his son (Leon Janney), unknowingly makes his home an unwelcome place for his son. He is so wrapped up in his business and has such set opinions concerning the obedience of children, that he expects his child, who is only ten, to act like a grownup man. His mother (Irene Rich), however, understands him perfectly and although she loves her husband, she loves her son, too, and consequently leaves Stone and lives in a modest bungalow with her son. The family doctor is a constant companion of Leon's. Stone's son realizes how neglectful he has been to his son and begs his wife and son to come back. They return and the picture ends with Stone a changed man—an understanding father and a loving companion to his son.

The picture is based on the novel, "Old Fathers and Young Sons," by Booth Tarkington. The story is so vivid and realistic in its portrayal of youth that it will bring the adults back to their own childhood days, and will make each boy see in himself the person of young Leon. There are several emotional scenes that will bring tears to the eyes, but they will immediately be turned into tears of laughter.—E. S.

SELLING SEATS: Being a family picture this should be advertised as such to induce family patronage. Start a Leon Janney club. The kiddies should go for it as Leon is the typical American boy. Juvenile magazines and stores catering to children should lend their cooperation.

Chasing Trouble

Pathe—20 Minutes

Franklin Pangborn, Dot Farley and Junior Coghlan work pretty hard to make this funny but it misses fire some place. The women will get a kick out of watching Pangborn make sandwiches for a bridge party and a few other attempts at kitchen science as only a man can do it, but as a whole this is just an ordinary short subject. Pangborn comes home after a business trip which has taken him away for a year. Wife greets him by making him serve at a bridge party. And he just about ruins the affair.

The Check-Up

Vitaphone—10 Min.

This Vitaphone subject is a clever little skit featuring Jack Hazard and Ruth Donnelly. Complications arise when Jack gives checks for ten dollars to his wife and another woman in love with him unaware that he is married. The plot is really nothing new—just another triangle. However, the manner in which it is handled makes this short subject really interesting.—J. S.

Pip From Pittsburgh

M-G-M—20 Minutes

Charley Chase in a comedy which seems to measure up to previous efforts. As the man who is forced into a "blind date" with a girl from Pittsburgh, Charley gets off some of his usual comedy antics. Thelma Todd again is the leading lady. There are many good laughs and the entire short should fit in on almost any type program.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

THE LAST STEP

MANY exhibitors, whose business has not been thriving and who have gone the wrong route to build it up through double featuring, are now pondering over the question of reducing admission prices. That's usually the next step after the quantity program loses its first magnetic touch and it's a mighty dangerous step to take without most careful study and consideration beforehand.

Price cutting will boost gross receipts for a while as will any other innovation. But, as we have said before, a bargain ceases to be a bargain when it becomes the regular thing.

There are situations, of course, where the admission price was boosted too high when sound first warranted an increase. Reduction in these instances may prove good business. The location of a theatre, its class of patronage, its drawing radius and its drawing possibilities must enter into the consideration where an admission price reduction is contemplated. Selling more tickets is one thing but increasing the gross is another. We know of several instances where the price cut was carried too far. Attendance increased but box office intake was less than before the cut. Those exhibitors are now facing a bigger problem than before, for a price hike is not so easy to put over as is a price reduction.

At best an admission price cut should be the final step of an exhibitor who is attempting to build up his gross. There are many other things that should be tried first. Among them is bolstering up your programs with name attractions that will draw; better short subjects to give the proper balance to every program; new methods of advertising; greater cooperation with local merchants, civic clubs, etc.; and a little fresh paint in the lobby, on the front and in the interior, if it needs it; brighter lights over and under the marquee. Yes, these things cost money but they represent a more or less permanent investment that is bound to bring a return.

Keeping up price and quality and improving that quality (but let your public know about it when you do) is often a better policy than reducing price and giving with it lowered quality, which is usually its companion.

"FOR THE KIDS AND THE GROWN-UPS"

THAT line is used throughout RKO-Pathe's attractive new season announcement. It has a lot of significance at this time when sexy plots seem to have run their limit—and they have!—and when bringing back not alone, juvenile patronage, but family patronage as well, is a most important consideration for the entire industry. It's a good line for exhibitors to incorporate in their advertising of every feature that has family appeal.

There is no gainsaying that current announcements of the forthcoming product output of all producers have the semblance of containing more wholesome entertainment than has been the case in the past two seasons. That's a good box office sign, particularly for the small town and neighborhood theatres who depend on family patronage for their livelihood.

Ben Shlyen

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

WELDED WIRE

SOUND REELS

A Reel For Every Purpose

THREE TYPES

TYPE 'A' - ONE PIECE - ALL WELDED
10 in. with 2 in. Drum — 11 in. with 5 in. Drum
14 in. with 4 in. Drum — 15 in. with 5 in. Drum

TYPE 'B'-THREE PIECE-BAKELITE DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

TYPE 'C' - THREE PIECE - METAL DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

All Reels---Bright Cadmium Plated

Special Reels For Wide Film

WRITE US FOR QUOTATIONS ON OUR PRODUCTS

Universal Electric Welding Co.
90 Webster Ave., Long Island City, N. Y.

"Penn Acoustical Felt"

—AND—

"Penn Felt Carpet Linings"

100% ALL HAIR PRODUCT

Odorless, Moth and Vermin-proof and

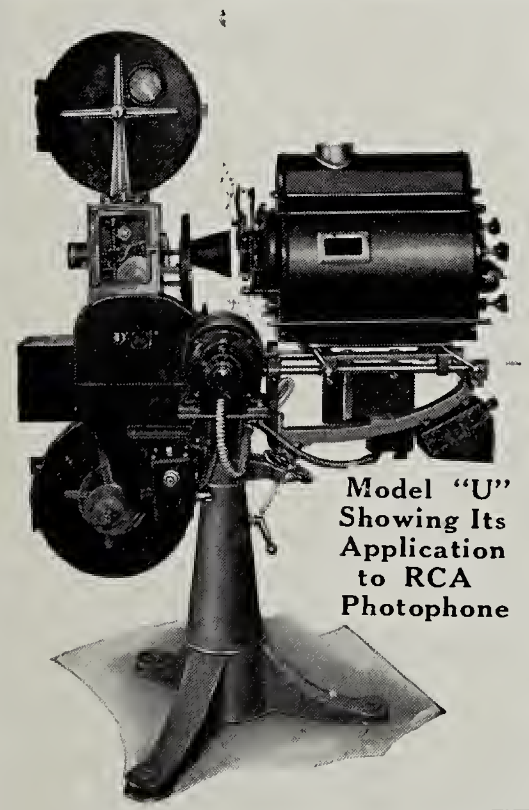
FIRE RESISTANT

Manufactured in any width up to 9 ft. by 60 ft.—Seamless.
Samples and prices on request.

Manufactured by:

WM. SCHOLES & SONS, INC.
2nd & Indiana Ave. Philadelphia, Pa.

NEW MODEL "U" **SUPERIOR Projector**



Model "U" Showing Its Application to RCA Photophone

Universally Adapted to all types of SOUND REPRODUCER EQUIPMENT for either Film or Disc Recording.

Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.

Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by

Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.

Patronize
the
INDEPENDENT
DEALERS

Mr. Exhibitor:
Now is the time to show your interest in your community.

It will be appreciated and win friendships for you — this is the way.

For Sale by All Leading Dealers.

RADIO-MAT
PATENTED

RADIO-MAT SLIDE CO. MAKERS

NEW YORK

Project Special Slides of
Commencement News, Honor Rolls, Graduation Classes' Lists, Etc.

Easily, Quickly and Economically done with
RADIO-MAT SLIDES

IS THE STATIONERY OF THE SCREEN

RADIO-MAT SLIDE CO., Inc., Manufacturer New York City

Brenkert

LOW INTENSITY REFLECTOR LAMPS

MORE LIGHT *at* LOWER COST

HUNDREDS of installations by progressive showmen throughout the United States and Canada prove the superiority of Brenkert Low Intensity Reflector Lamps.

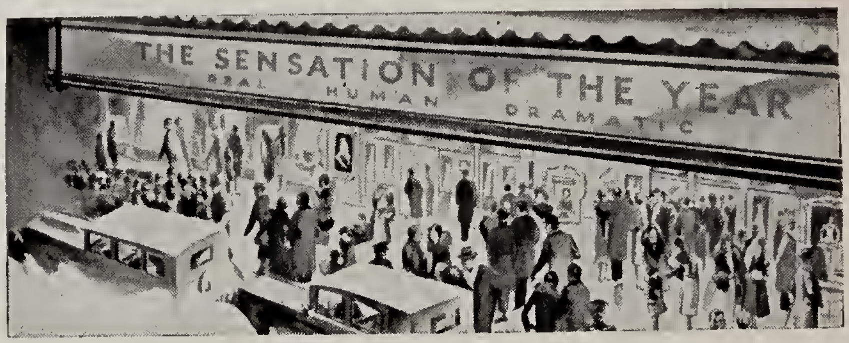
Ask Any User

WRITE FOR CATALOGUE AND NAME OF NEAREST DEALER.

A
Brenkert
PRODUCT

CORRECT DESIGN—PRECISION CONSTRUCTION

BRENKERT LIGHT PROJECTION CO.
Engineers & Manufacturers
ST. AUBIN AT EAST GRAND BLVD., DETROIT


THE SENSATION OF THE YEAR
REAL HUMAN DRAMATIC

RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.

Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

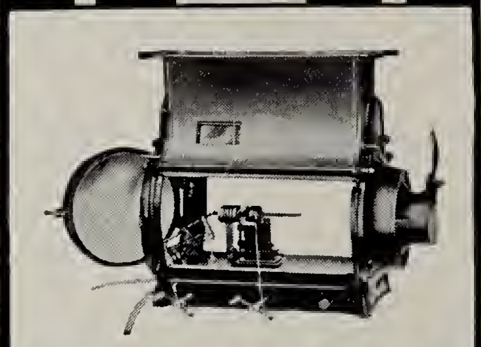
Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres
General Offices: 14 E. Jackson Blvd., Chicago, Ill.
Branch Offices in all Principal Cities

LIGHT



in abundance for proper projection on

STRONG

Enlarged Screens

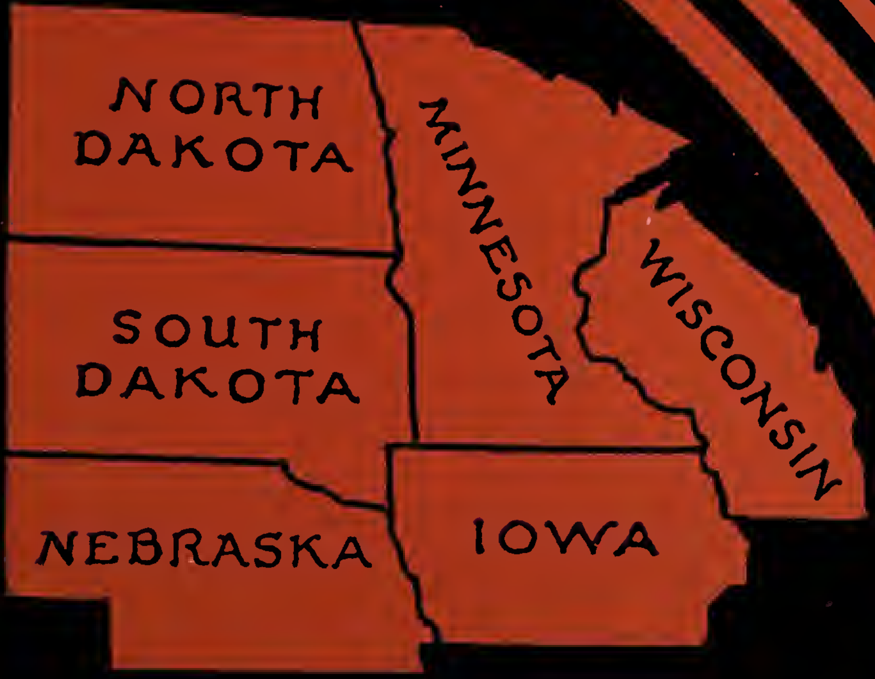
HIGH INTENSITY
AUTOMATIC REFLECTOR
ARC LAMPS

For Sale by Independent Supply Dealers.

The Strong Electric Corporation
2501 LAGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York City, N. Y.

MAY 19, 1931
VOLUME XI NUMBER 26

MOVIE AGE


NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
IOWA
WISCONSIN

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

WISCONSIN EXHIBITORS TO BACK HAMPEL BILL

POOR LEGITIMATE SEASON IN TWIN CITIES

ROADSHOW PICTURES DRAWING WELL IN MINNEAPOLIS

MASCOT PICTURES CORPORATION

The Only Serial Specialists in the Film Industry

NAT LEVINE, *President*

ANNOUNCES

HARRY CAREY

STAR OF "TRADER HORN"

with

EDWINA BOOTH

FEATURED LEAD OF "TRADER HORN"

in

"The Vanishing Legion"

A TWELVE-PART, ALL-TALKING SERIAL

with

REX, the King of Wild Horses

Frankie Darrow
Joe Bonomo
William Desmond
Yakima Canutt
Philo McCullough
Tom Dugan

DIRECTED BY B. REEVES EASON

And Three Other Twelve-part Serials

HAROLD E. (RED) GRANGE
the greatest football player of all time
in

"The Galloping Ghost"

One mad whirl of dizzy, breath-taking action and hair-raising stunts.

MASCOT SERIALS

RIN-TIN-TIN
and a cast of favorites
in

'The Lightning Warrior'

Eerie mystery, stark drama, and wholesome humor, with Rinty in a startling new type of story.

"THE EAGLE'S SHADOW"

A sensational detective thriller. Action and mystery in the lurking shadows of the side streets off any Gay White Way.

DISTRIBUTED BY:

MIDWEST FILM DISTRIBUTORS,
1516 Davenport St., Omaha, Nebr.

MID-WEST FILM CO.,
637 N. Seventh St., Milwaukee, Wisc.

CELEBRATED FILM EXCHANGE, 70 Glenwood Ave., Minneapolis, Minn.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
5th and Nicolett
MINNEAPOLIS, MINN.

Poor Legitimate Season

In Twin Cities; Films Seem to be Pulling the Bigger Part of Local Patronage.

The film houses shoved the Twin City legitimate theatres further into the discard in the season now ending, a survey of results indicates.

That the public virtually has deserted legitimate road attractions for the films was indicated by the fact that leading screen houses enjoyed a prosperous winter while the two legitimate theatres in Minneapolis, the Lyceum and Metropolitan, and the one house in St. Paul, the Metropolitan, are said to have suffered heavy losses.

The development of the talkie apparently has served to put the movie houses still further out front and is sounding the death knell for the legitimate theatres whose admission prices are four times as high as those of their more attractive competitors which seem to be able to furnish the public what it wants in quality and quantity entertainment.

The big Lyceum Theatre in Minneapolis was only able to book a total of six attractions the entire season and of these half-dozen shows only one attracted large patronage. The Twin City Metropolitans also had but seven shows and not more than two of these drew profitable crowds.

Loss of the Lyceum on the season is believed to have run into the five figures. It is believed doubtful that the house will play road attractions again next season, as those brought in this season were paid stiff guarantees, with one exception. Reports have it that in only one instance did the theatre come out even. The Metropolitan, however, operates at a lower cost and its losses are not believed to have been so heavy.

Roadshow Picture Drawing Well

In Minneapolis; "Trader Horn" and "Dirigible" Pull Patronage at $1.50 Top at the Century.

The day of the roadshow picture is far from ended as far, at least, as Minneapolis is concerned, according to present indications.

For the second time within a few months, the Century Theatre will house a roadshow picture when "Dirigible," big Columbia production, opens there May 23.

Several months ago "Trader Horn" was roadshowed at the same house and did a big week's business at $1.50 top for two performances daily.

Metro-Goldwyn leased the Cen

(Continued on page 5)

Back Hampel Bil

In Wisconsin Which Outlaws Daylight Saving and Makes Violation Punishable.

Madison, Wis.—The Hampel bill, which seeks to make illegal the observation of daylight savings time in Wisconsin, is being backed by exhibitors throughout the state. The measure was advanced to engrossment in the assembly May 11.

According to the bill, persons operating a place of business of

(Continued on page 5)

QUALITY DRAWS

Benfield Says Good Films Make Money

Good pictures continue to draw paying patronage despite the depression.

Independent exhibitors from small towns throughout the territory declare that all they want is an even break on product.

"Give us the pictures and we'll get along," is the gist of their demand.

Bonnie Benfield, who operates a new theatre in Milbank, S. D., as well as a house at Morris, Minn., and Al Ashenbrenner, owner of a theatre at Staples, Minn. voice the sentiments of the independent exhibitor generally in declaring that if you give the public what it wants in the way of entertainment you don't need to be afraid of the hard times.

As a typical instance, Mr. Benfield cites the case of his Milbank Theatre on a Sunday night recently. With Douglas Fairbanks in "Reaching for the Moon" as its attraction, the house was packed to the doors 15 minutes after it had opened.

Mr. Benfield was not deterred by the depression from building his new 400-seat house at Milbank. He is confident that the picture industry will emerge from the present situation stronger and more powerful than ever and feels that the present is the time to buy or build theatres because costs are low and prices depressed.

Road Shows

By M. E. CUFFEL

IN these depression times when price reductions seem to be in vogue, it is encouraging, indeed, to find that the industry still has the temerity and confidence to roadshow exceptional pictures in key spots like Minneapolis at $1.50 prices.

There is no question but that such attractions as "Trader Horn" and "Dirigible" are worth the advanced admission prices. Compared to legitimate road shows which charge double their $1.50 admission, they offer a great deal more in entertainment value. Moreover, they are sufficiently outstanding, different from the general run of pictures and far superior in quality to the average film to justify the higher prices.

"Trader Horn" did a highly profitable business as a road show at the Century Theatre, Minneapolis, and we anticipate that "Dirigible," andother corking picture, will be equally successful. Despite the hard times and the lateness of the season, Publix is sufficiently impressed by "Dirigible" to reopen the Century, which had been closed

(Continued on page 5)

"Millionaire" and "Born To Love" Get Top Money

Minneapolis (week ending May 15)—"The Millionaire," with George Arliss, was the week's outstanding draw, with "Born to Love," starring Constance Bennett, a close second. The former played at the Minnesota and the latter at RKO-Orpheum. Both Arliss and Miss Bennett are popular favorites here and rate among the top-notch box-office magnets. Otherwise, business was only fair, although "Doctors' Wives," at the State, did pretty well.

Aster — **Misbehaving Ladies** (First National), Lila Lee. **Business:** Fair. **Summary:** Misleading title on scrupulously clean and proper comedy-drama of a princess who returns to her small home town and is mistaken for a seamstress; slow moving and dull in many spots. **Entertainment Merits:** 65 per cent. **Short Subjects:** Comedy, serial, screen vaudeville.

Lyric—**Not Exactly Gentlemen** (Fox), Victor McLaglen, Lew Cody and Eddie Gribbon. **Business:** Fair. **Summary:** A stereotyped and frequently slow-moving western redeemed by a thrilling land rush and several exciting fights. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Minnesota — **The Millionaire** (Warner Bros.), George Arliss. **Business:** Good. **Summary:** Another splendid characterization by Arliss of an elderly self-made Croesus who meddles in his children's love affairs. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum—**Born to Love** (Pathe), Constance Bennett. **Business:** Good. **Summary:** Miss Bennett, good as usual, in the sophisticated and sexy drama of a girl who defied the conventions. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, vaudeville, comedy, golf series.

State— **Doctors' Wives**" (Fox), Joan Bennett and Warner Baxter. **Business:** Fair. **Summary:** A highly artificial drama depicting the jealousy of a doctor's wife; many situations which stretch the bounds of credibility; strong cast. **Entertainment Merits:** 75 per cent. **Short Subjects:** Laurel-Hardy comedy, sound news, Mickey Mouse cartoon comedy, Grantland Rice Sportlight.

MILWAUKEE

(Week Ending May 5)

Alhambra—**Iron Man** (Universal), Lew Ayres and Jean Harlow. **Business:** Fair. **Summary:** A prize-fighting picture in which Ayres appears unhappily cast. **Entertainment Merits:** 85 per cent. **Short Subjects:** Burton Holmes' tabloid travelogue, "Modern Madrid," "Geography Lessons," M-G-M review, Universal newsreel.

Garden — **The Front Page** (United Artists), Adolphe Menjou, Pat O'Brien and Mary Brian. **Business:** Good — ended second 2nd week. **Entertainment Merits:** 95 per cent. **Short Subjects:** Comedy, newsreel.

Majestic—**Kiss Me Again** (First National), Bernice Claire and Walter Pidgeon. **Business:** Good. **Summary:** A pretty operetta elaborately staged in technicolor and acted by veterans of the screen. **Entertainment Merits:** 85 per cent. **Short Subjects:** Poodles Hannaford in "The Riding Master" and "Straight and Narrow."

Palace — **Born to Love** (RKO-Pathe), Constance Bennett and Joel McCrea. **Business:** Good. **Summary:** A picture featuring the war as a background but lacking a show of honest emotion. **Entertainment Merits:** 85 per cent. **Short Subjects:** "In the Rough," Johnny Farrell, RKO News.

Riverside—**The Subway Express** (Columbia), Jack Holt and Fred Kelsey. **Business:** Fair. **Summary:** A rather tepid mystery story concerning a murder on a speeding underground car. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand—**A Connecticut Yankee** (Fox), Will Rogers and Myrna Loy. **Business:** Good. **Summary:** A modernized version of Mark Twain's story with plenty of unique comedy. **Entertainment Merits:** 90 per cent. **Short Subjects:** "Bum Bandit," comedy, Fox news.

Wisconsin — **Tarnished Lady** (Paramount), Tallulah Bankhead and Clive Brook. **Business:** Good. **Summary:** A rather weak vehicle for the introduction of Paramount's newest star, despite the fine supporting cast. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox newsreel.

ALONG FILM ROW

The Columbia exchange in Minneapolis has engaged Joe Beahen as booking manager. He succeeds Eddie Johnson, who resigned. Mr. Beahen was with Metro-Goldwyn-Mayer for a considerable time. Ben Marcus is exchange manager.

* * *

Joe Lorentz, new Fox exchange manager, has obtained the services of Frank Halowell to represent his company as salesman in the North Dakota territory. It's a case of "back to the old love" for Halowell as he is returning to the company which he served in the same capacity for 10 years. After leaving Fox, the veteran film salesman went with Educational. He resigned from the latter to go back to Fox.

* * *

Hales Cavanagh of the Minnesota (Publix) theatre exploitation and publicity department has resigned to accept the exploitation post with the Metro-Goldwyn-Mayer Minneapolis exchange. He takes the place of Morris Abrahams, veteran popular exploiteer, who has been ill for the past month. Cavanagh's place at the Minnesota has been taken by Robert McDonald, another member of the theatre's advertising force.

* * *

The Minneapolis theatre publicity offices have been moved from the basement of that house to the second floor of the Century Theatre building. In its new quarters the department has considerably more office space. Cliff Gill is head of the department.

* * *

With everything in readiness for the launching of the new selling season by Minneapolis film exchanges, there is every indication that exhibitors will do their buying much earlier than ever before. During the past few weeks, exchanges report that inquiries have been pouring in at a record-breaking rate. Competition for pictures in many spots is unusually keen.

* * *

W. H. Workman, Metro-Goldwyn-Mayer exchange manager, is back at his desk after a business trip to Chicago. Mr. Workman is manager of the Film Board of Trade which, he announces, will resume its meetings next week after nearly a month of inactivity due to various sales' conventions.

MORE FILM UNITS

RKO-Orpheum Not to Add Vaudeville Acts

That public taste inclines toward screen entertainment rather than vaudeville in Minneapolis, at least, is indicated by the fact that the RKO-Orpheum is enlarging the number of its screen units, instead of putting on more vaudeville acts, in an effort to stimulate patronage and offset price reductions at nearby competing Publix houses.

Not that any particular efforts are necessary at the RKO-Orpheum to boost business, inasmuch as grosses at this house have been holding up remarkably well throughout the entire depression and at the present time are running along at a highly satisfactory arte. But the management does not believe in letting any grass grow under it and feels that it always must be on its toes if it is to retain its place among the leaders.

In many cities, RKO has doubled and tripled the number of its vaudeville acts comprising a program. A study of the local situation, however, evidently has convinced Morgan Ames, RKO divisional manager, that the Minneapolis preference is for pictures. In addition to the feature, his bills now include a newsreel, comedy and another added novelty, such as the Farrell golf series. All this is in addition to the four regular vaudeville acts.

Hitherto, for the most part, the screen portion of the RKO-Orpheum consisted solely of the feature and the newsreel. The shorts now included on the bill strengthen the program considerably and the entertainment value of shows at this house rates very high.

Security Branch

Milwaukee, Wis.—Security Pictures has opened an exchange here in quarters formerly occupied by Warner Bros. The exchange will handle the Monogram product and is managed by Max Wiesner, formerly with Red Seal in this city.

Road Shows Draw

(Continued from page 3)

tury outright for the "Trader Horn" engagement of one week. Publix, however, is reopening the house itself for the "Dirigible" booking. It previously had been announced that the theatre would be closed for the summer.

"Dirigible" is going into the Century on a percentage arrangement between Publix and Columbia. Two exploitation men have been sent here from New York to handle the attraction's publicity. Howard Herick is from the roadshow department and Robert Horten from the exploitation department.

With the prestige of the "Trader Horn" roadshowing in Minneapolis, the Metro picture has been one of the biggest and best bets in the whole territory. "Dirigible" is expected to prove a similar sensation. It has been going over big all through the country and has been acclaimed one of the year's outstanding pictures.

Hampel Bill

(Continued from page 3)

whatsoever kind who shall display or use any time other than standard, shall be guilty of a nuisance and shall be punished by a fine of not less than $25 nor more than $500, or imprisonment in the county jail not less than 10 days nor more than 30 days.

Open in June

New York — Dan Michalove, head of the Warner theatre chain, announces that the new theatre in Morgantown, W. Va., will be ready for opening early in June.

BIG FAN MAIL

Mickey McGuire Clubs Aid Theatre Owners

Hollywood — The value of fan mail was never more clearly established than in the case of the juvenile star who is the recipient of such mail. Mickey (Himself) McGuire, Larry Darmour's young star of the series bearing that name, receives on an average of 3,000 letters every month. Mainly his admirers are children of his own age. It is natural then that they will confide more readily in Mickel than they will with an older star. Their secrets become his and his youthful enthusiasm encourages still further correspondence.

Of late Larry Darmour has organized a series of Mickey McGuire Clubs throughout the country, thus creating a still larger following for the youngster. Now Mickey's fan mail is increasing by leaps and bounds. He goes over every letter that he receives and if one requires a personal reply Mickey answers with zest and sincerity. In many of these he is asked to give his school year, the kind of games he plays, what type baseball he uses and countless other exchanges that are dear to the heart of every youngster.

The result of this mail has been far-reaching. Here is a screen favorite who might well be one of their own playmates, consequently wherever there is a Mickey McGuire fan there is bound to be a bombardment upon the local theatre manager with demands for the name of the next comedy and when it is to be played.

Completes "Corner"

Hollywood—Herbert Brenon announces that he has completed the filming of "The Next Corner" for Radio Pictures, featuring Kay Francis and Ricardo Cortez. Featured players in the cast are William Welch, Adrienne D'Ambricourt, John St. Polis, Wilfred Noy and David Dunbar. It's from a novel by Kate Jordan.

Road Shows

(Continued from page 3)

for the summer, and play it on a percentage arrangement.

A roadshowing of a picture lends it dignity and adds to its prestige. It enhances its value as a drawing card when it is regularly released. We have no doubt but that "Trader Horn" is playing to larger business throughout the territory than it would have if its reputation had not been enhanced by its Minneapolis road show engagement. "Dirigible" should have a similar experience.

Child Patronage Being

Sought by RKO-Orpheum in Minneapolis; Franke Gives Away Pony to Lucky Patron.

The RKO-Orpheum Theatre, Minneapolis, has launched a vigorous campaign to bring back the kiddies. As part of this campaign, Manager Emil Franke last week presented a beautiful white pony to a lucky child patron.

Chances on the pony were given out during the two preceding Saturday mornings. The drawing occurred last Saturday at 1 p. m. The house was packed with children and there was an overflow into the street.

Soon after his appointment as manager of the RKO-Orpheum, Mr. Franke started a drive to get the children in for the Saturday morning performance starting at 11 a. m. Special outdoor pictures, designed particularly to appeal to the youngsters, were offered in addition to the regular show.

Mr. Franke also organized the RKO Kiddies' Club. Members received buttons free. There also have been gifts of various prizes every Saturday morning. The pony gift last week capped the climax for elaborateness.

--NEWS COUPON--

Dear Exhibitors:

This is your paper. Help us to make it more interesting for you. If you have remodeled your house, increased your staff, put over a good exploitation stunt, or accomplished anything else you enjoy, please fill in the blank below and let us know about it. If the blank is too small, write us a separate letter telling us all about it. We cannot hope for the interest you so greatly desire unless you help us. Do it today!

Event____

____

____

____

Name ______________________ Theatre or Firm ______________________

Town ______________________ State ______________________

(This goes for film and equipment men, too.)

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

"Lustro-Pearl" New Metal Type Screen

A new type metal mesh projection screen, known as "Lustro-Pearl," has been placed on the market by the Mandalian Manufacturing Co., of North Attleboro, Mass.

The advanced features claimed for this new screen includes: A surface treated with the purest of known chemicals, entirely free from gloss, eliminating all distortion common to ordinary types.

Highest reflection factor known to reputable light testing laboratories, effecting a considerable saving of electric current.

Constructed so as to distribute sound very clearly and uniformly throughout the entire theatre.

Can be washed with hot water and soft brush without injury to its surface.

Affords a clear view of any picture from any angle of observation, eliminating eye strain or discomfort to patrons.

Surface may be sprayed periodically for many years, and for this purpose, the company plans to loan for a period of ten years a complete up-to-date spraying outfit with each screen purchased, and furnish chemical solutions from time to time for resurfacing this type screen.

Its high reflective qualities bring out objects in a manner which might be termed the nearest approach to three dimensional pictures, the company claims.

RKO Proctor's 58th Street, New York, is among the first houses to install this new type screen.

FILM TONIC

Yankee Lubric Protects Film Damage

Yankee Lubric Co. of Louisville, Ky., is producing a film tonic known as Yankee Lubric ,which is said to prevent damage to films. Films sprayed with this tonic in the exchange and at intervals in the theatres will be kept moist and flexible, preventing buckling and breaking, it is said. It also protects the emulsion and eases the strain on sprocket holes and lessens projector head wear. The company declares that Yankee Lubric is not a grease and will not streak or spot.

CUTOUT DEVICE

Cutawl for Making Lobby Marquee Displays

A device known as the Cutawl, for making various kinds of exploitation cutouts and lobby and Marquee displays, is being put out by the International Register Co. of Chicago.

The design for the desired cutout display is traced on whatever material is to be used and with this device the cutout is easily made by guiling the machine over the pattern. The machine is convertible into a saw by substituting a saw blade which can be used for cutting anything from felt to steel, the company claims.

Good Sound Dependent on Care of Exciting Lamp

By R. H. McCULLOUGH

(Reprinted from Fox Theatre House Organ.)

A sharp focused slit on the sound track cannot be obtained if the lamp is dirty. A finger print on the bulb in front of the filament obstructs the image. Dirt of any kind in the filament image path will reduce the volume and besides certain high frequencies will be eliminated. The filament of the exciting lamp must be absolutely horizontally level to produce best results. Discoloration of the bulb will cause loss in volume. Discoloration usually appears first at the top of the exciting lamp, which does not obstruct the intensity of the filament image. When checking a lamp for discoloration, remove the lamp holder from the exciting lamp housing and look at the lamp against a white background—this will give you positive proof of discoloration at the top and walls of the globe. Make sure that the glass is perfectly clear and clean in front of the exciting lamp filament; otherwise, loss in volume will be the result.

There are many things which will cause flutter in sound reproduction. With the first Western Electric sound installations, trouble was encountered with the take-up assembly. Bent take-up reels would cause an uneven pull on the sound sprocket which has caused considerable flutter. This trouble has been corrected by the Electrical Research Products, Inc., by installing an additional sprocket, called the holdback sprocket, which is installed directly under the sound reproducing mechanism.

This sprocket takes care of any uneven pull, which may be caused by the take-up assembly. Motor and projector couplings should be checked quite frequently—if they work loose, a jerky action will result which will cause flutter. I found, on one occasion, that a small piece of lint, which was caught in the sound aperture, caused a very bad flutter in Movietone reproduction.

EMERGENCY LIGHT

Roth Brothers Markets New System

Roth Brothers & Co. is marketing a nemergency lighting system to protect exhibitors from dark houses in case power is shut off.

In case of power failure, the current supply, which is furnished by batteries, operates from an automatic transfer switch by gravity action and transfers the load to the storage batteries so rapidly that there is only a slight flicker in the changeover, according to a Roth Brothers report.

The load also is transferred automatically back to the power supply on resumption of the normal power service. By means of an electric clock control the batteries are kept fully charged so that they are always in condition to supply the load during emergencies.

YOU CANNOT BEAT THIS COMBINATION
SUPERIOR QUALITY
AT GREAT SAVING
SUN-ARC Projector Carbons
UNSURPASSED FOR
BRILLIANCE — DEPTH — DEFINITION
SOLD BY
QUALITY THEATRE SUPPLY CO.
1518 Davenport St., Omaha, Nebr.
DES MOINES THEATRE SUPPLY CO.
922 W. Grand Ave., Des Moines, Ia.
AMERICAN THEATRE SUPPLY CO.
320 So. Phillips Ave., Sioux Falls, S. D.
CARBON PRODUCTS, INC. — IMPORTERS
8 Beach St. New York, N. Y.

COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

Refrigeration Unit for Small Theatres

Carrier Engineering Corp. is putting out a refrigeration unit especially desgned for theatres with seating capacities from 500 to 900. The unit is said to require no engineer or attendant and the company claims it is economical in operation.

This small unit is similar in operation to the centrifugal refrigeration machine now used in a large number of the de luxe theatres, but it introduces radical features of design, including complete automatic operation. It is fully enclosed, requires no operating engineer to run it, and the economy of maintenance is indicated by the fact that it can be serviced by the company installing it for a flat sum of $200 a year, without any charges whatsoever to be paid for service of a theatre engineer, the company states.

The refrigeration unit is used in conjunction with a complete air conditioning unit, which includes the fan, spray and cooling chamber, automatic dampers, heaters and sound silencers, in a compact machine especially developed for small theatre use.

FOUR FROM MASCOT

Nat Levine Announces Serial Lineup

New York — Nat Levine, president of Mascot Pictures Corporation, announces that he will produce four, twelve-part, all-talking serials for the 1931-32 season. Levine, the only producer in the industry who is specializing in serials, will distribute through independent exchanges.

The first serial, which is scheduled for release on June 10, will star Harry Carey, whose sensational success in M-G-M's "Trader Horn," makes him one of the outstanding stars in the independent field. Carey's vehicle will be "The Vanishing Legion," a mystery melodrama, especially written for him.

Harold E. (Red) Grange will be starred in the second serial, "The Galloping Ghost," a stunt serial, which will give Grange his first opportunity to exhibit his versatility as an athlete. Football, of course, will not be overlooked.

Rin-Tin-Tin, whose first serial, "The Lone Defender," was one of last season's most successful chapter plays, will be starred in "The Lightning Warrior," Mascot's third offering. The fourth will be a detective thriller with a Metropolitan background, "The Eagle's Shadow."

NO SCREEN ADS

Roach Says No Paid Ads in His Comedies

Culver City—Emphatic denial that paid advertising had appeared in one of his short features was made by Hal Roach, whose Our Gang, Charley Chase, Laurel-Hardy and Boy Friends comedies are released through Metro-Goldwyn-Mayer.

Suggestion had been made that scenes showing the use of a well-known insecticide and a popular soap came under the category of commercial advertising.

"I have never accepted one cent from any advertising company for any advertising that ever appeared in a Hal Roach comedy," said Roach. "I can promise every exhibitor that we will never accept any money for advertising until the theatre has first been informed of that fact and is asked to run the picture knowing that it is paid advertising."

COMPLETES THREE

Educational Finishes Star Series

Hollywood—Clyde Cook, Glenn Tryon and Ford Sterling have all completed special assignments for Educational, with the completion of their respective starring vehicles, "Don't Divorce Him," a Tuxedo; "Elbow Room," a Vanity; and "Foolish Forties," a Gayety.

The policy which Educational adopted on these three series; namely, that of signing up for one or more comedies a popular comedian, has proven very successful. This method afforded flexibility in selection of story material, and also provided a fine variety of star material.

SELECT ROGERS' NEXT

"Plutocrat" Will Be Will's New Comedy

Hollywood — "The Plutocrat," with Will Rogers as its star, will go into production at the Fox Studios in the near future under the direction of David Butler. The new film, adapted from a Booth Tarkington story and stage success, takes the widely traveled Mr. Rogers to Egypt for his latest adventures.

A Startling Announcement!

A 1931 Achievement ~New ~Amazing ~Sensational
Has Arrived!

No unsightly perforations, yet 100% perfect for sound. After a year of intensive laboratory research, we announce the forthcoming production of two new remarkable Sound Screens

CHROMOLITE
No Perforations

ENTIRELY new and revolutionary Sound Screen. With quality features not found in any other Screens. Permanent non-yellowing whiteness. High reflection value (94.6%). More light with less amperage. Eliminates ultra-violet rays. No eye fatigue. No fadeaway. Can be resurfaced. Sturdy—strong—durable. The most remarkable Screen development since the advent of Sound.

Chromolite Sound Screen
Non-Glare • Diffusive

Most Sweeping
Improvement Since
the Advent of Sound
•
COST IS TRIFLING
A FEW CENTS A DAY
EASY TIME PAYMENTS

Produced by the Makers
of the famous
Vocalite and Superlite
Sound Screens

SILVERLITE
No Perforations

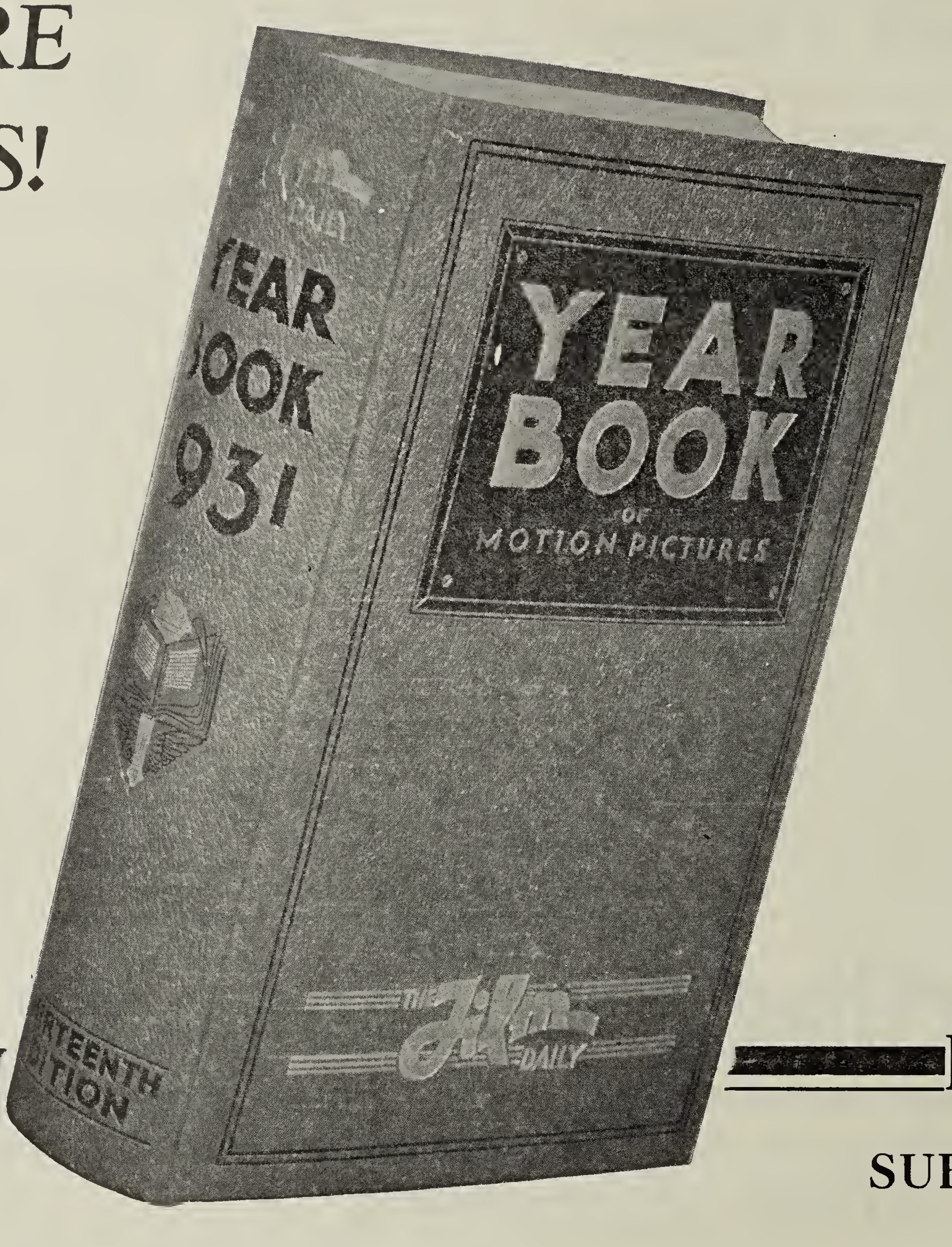
THE new metallic surface Screen. Most efficient metallic surfaced Sound Screen so far produced. Combines the best qualities of silver and gold fibre Screens. Will not tarnish. Marvelous Screen illumination and brilliancy. High intensity light with low intensity lamps. Sturdy—strong—durable. Flexible—can be rolled up, folded, crushed in the hand without damage.

The New
Silverlite
Sound Screen
MORE LIGHT ~ LESS CURRENT

Send for Sample and Price
Beaded Screen Corp., Roosevelt, New York
Send for Sample and Price
NEW YORK OFFICE. 47 WEST 24TH ST.

HERE IT IS!

The Motion Picture Industry's recognized authority—



A complete and accurate compilation of data pertaining to the Motion Picture Industry

The Industry's greatest volume of information.

Free To SUBSCRIBERS To The Film Daily

1. 1930 Releases (complete data on each picture, producer, director, etc.)
2. 11,950 Tiltes (A list of pictures released since 1915)
3. Directors and their Work (Pictures and year)
4. Players and their work.
5. Authors and their Work.
6. Film Editors and their Work.
7. Recording Engineers and their Work.
8. The work of Cameramen.
9. Special articles by important technical men.
10. Distribution percentages.
11. Exhibitor Associations and their officers.
12. A complete list of all theatres in the U. S.
13. Personnel of Producers and Distributors.
14. A Showman's annual. How to exploit your pictures.
15. A Complete Financial Section.
16. Buying Guide for Exhibitors and Producers.
17. The Standard Theatre. Specifications by John Eberson.
18. Annual Survey of the Foreign Markets.
19. 1931 Legislative Sessions in each state.
20. Theatre Circuits together with executives' names.

and 1001 other important subjects

Date__________

To____________________________

THE FILM DAILY,
1650 Broadway,
New York City.
Gentlemen:

Herewith my check for $10.00—Start my yearly subscription to Film Daily service immediately.

NAME ______________________________

STREET ____________________________

CITY ______________ STATE________

Substitutions Permissible

According to Present Contracts for Pictures in 1931-32 Production Schedule.

New York — Substitutions will not be grounds for cancellation of pictures under contracts being prepared by the major producer-distributors for the 1931-32 season. The individual company contracts, now in use and in preparation, contain clauses whereby producers may make changes in casts, stories and directors.

The producers take the stand that picture material and talent must be switched to meet changing conditions. Such announcements as are made as to elements to go into product are only tentative, the producers say, and are "subject to change without notice." Exceptions to the general rule are in cases where a book or play is designated definitely.

DEFENDS CRIME PICTURES

Films Strip Gangsters of Glory, Police Paper Declares; Law Reigns Supreme in the Story.

New York—Beliefs that crime pictures have an evil effect on the minds of youths are given a setback in the current issue of "The Police Journal," national official organ of police authorities.

The Journal says, in part: "We believe that no preacher, no court, no police official could deliver a more effective lecture to influence the youth of the nation against a criminal career than the stories told in many of these crime films which strip the gangster of his mock-heroism and show crime in all its sordidness."

The article continued to say that the demand for pictures dealing with crime is, after all, a reflection of the public interest in the problems which crime presents. Sometimes in real life the criminal gets away with his crimes and goes unpunished, the account states, but this is not true in the fiction treatment of crime reflected from the screen. "Invariably in the movies the law reigns supreme," the article continues. "The motives for the crime are solved in the action of the drama and the criminal pays the just penalties of the law."

Greater Protection

To Be Asked by Major Circuits; Cause of Lower Grosses Laid to Too Much Protection.

New York—Greater protection over subsequent run houses by affiliated first run theatres is in prospect for the new season. Decreased grosses in many instances is claimed by major circuits to be due to the fact that subsequent runs get pictures too soon after they play first run. Officials of M. P. T. O. A. declare the situation is serious.

Financial interests last year suggested that protection be curtailed so that a quicker financial turnover could be realized. C. C. Pettijohn attempted to rearrange the zones on a national basis but his plan was never put into effect.

And What Else?

There are great openings in Hollywood still. A recent Hollywood news item said, "The new star is a tall, slender girl, with a fair skin, deep blue eyes, a rather large mouth which when she smiles discloses perfect teeth and dainty feet."—Indianapolis Journal.

SEVEN FROM M-G-M

Ready for Release Before End of June

Culver City — Seven new productions, five of which are vehicles for company stars, compose the strong spring release lineup announced by Metro-Goldwyn-Mayer for the period from the middle of May to the end of June.

Among the new pictures are Marion Davies's "Five and Ten," W. S. Van Dyke's "Never the Twain Shall Meet," Joan Crawford's "Girls Together" and "The Great Lover."

The three films tentatively down for release between mid-May and the first of June are "Never the Twain Shall Meet," "Girls Together" and "Five and Ten."

TWO FROM B. I. P.

Columbia Selects Its Next Importations

New York — Columbia Pictures has selected B. I. P.'s "Young Woodley" and "Murder," both of which enjoyed successful runs at the Cohan Theatre, New York, as the fifth and sixth in the series of outstanding English photoplays that the company has secured for national distribution. The other four British productions in the group are: "Atlantic," "Night Birds," "Middle Watch" and "The Man From Chicago."

"Young Woodley," adapted from the John Van Druten stage hit which created a sensation in London and duplicated its success in New York with Glen Hunter in the title role, is a highly dramatic story of young love, presents intimate glimpses of Oxford University and its environs. An internationally famous cast was assembled for the picture.

"Murder," a tense melodrama, is an adaptation of the record-breaking English stage play, "Enter Sir John," by Clemence Dane and Helen Simpson. It presents one of the most baffling mystery stories ever presented on the screen, played against a background of a London suburb, backstage in a theatre and a circus lot.

Allied-Universal Deal To Liven Competition

New York—The purpose of the Allied-Universal deal was explained last week by Al Steffes, Allied leader. The co-operative agreement between the exhibitor organization and Laemmle is a "move to keep competition alive in the industry and to perpetuate the independent company," according to Steffes.

Allied houses agree to play and Universal agrees to supply quality product at "live and let live" prices. Lessening competition within the industry has become more alarming each year and for this reason the mutual co-operation arrangement was made between Universal and Allied, Steffes declared.

COSTLY HOLDOVER

Court Rules Exhibitor Must Pay $1,250

Buffalo, N. Y.—Decrees aggregating $1,250 were signed by Judge Adler of the United States District Court for the Western District of New York against Joseph A. Ruteck for holding over and exhibiting one Fox and four Universal pictures an additional day at his Park Theatre in Buffalo. In addition, the court awarded costs of $37.50 in each action and an attorney's fee of $100 in each action.

BUYS TITLE

However, Name Fits Another Story

Hollywood—"Gangster's Wife" will be the title of Helen Twelvetrees' next starring picture for RKO-Pathe, it is announced by Charles R. Rogers, head of the company's production.

The name is taken from a story by Ferrin L. Frazer which was published in Collier's Weekly. RKO-Pathe published the rights to the title and one situation of the story. This situation is being incorporated in the screen play which George Rosener is writing, based primarily upon Jack Lait's novel, "Put On the Spot."

Ricardo Cortez will be the leading man in "Gangster's Wife."

Another Title

Hollywood—The Victor McLaglen-Jeanette MacDonald picture adapted from the stage play "Good Gracious, Annabelle," is now titled "The Affairs of Annabelle." It has been known as "She Wears the Pants," "Two Can Play," and "Misbehaving." Harlan Thompson directed the comedy for Fox Films.

Heads Story Dept.

New York — Richard A. Rowland, who became associated with Paramount three months ago, will be in charge of stories and will make his headquarters here.

Many Co-starring Pictures on Fox's 1931-32 Program

Forty-eight Features are Announced for Season's Lineup, According to Annual Announcement.

New York—For is concentrating on co-starring teams this season, according to the company's announcement. Forty-eight features comprise the 1931-32 lineup.

The productions follow:

"Delicious"—Janet Gaynor and Charles Farrell.

"Merely Mary Ann" — Janet Gaynor and Charles Farrell.

"Salomy Jane"—Janet Gaynor and Charles Farrell.

"Heart Free"—A Janet Gaynor special co-directed by George DeSylva and David Butler.

"Surrender" — Charles Farrell heads a cast featuring Joan Bennett.

"Sob Sister" — Charles Farrell in a newspaper story.

"Young as You Feel"—Will Rogers in a Frank Borzage production.

"The Plutocrat" — Will Rogers in Booth Tarkington's story.

"Ambassador From U. S."—Will Rogers in a comedy by Guy Bolton.

"Disorderly Conduct" — Victor McLaglen and Edmund Lowe.

"Wicked" — Victor McLaglen, Elissa Landi and Spencer Tracy.

"While Paris Sleeps" — Victor McLaglen, Joan Bennett and Fifi Dorsay.

"Rogues Gallery"—Victor McLaglen in Peter B. Kyne's story, directed by Rowland Brown.

"The Heir to the Hoorah"—Victor McLaglen in Paul Armstrong's stage play.

"Over the Hill" — Mae Marsh will play the role of the mother in this talking picture version of Will Carleton's poem.

"Bad Girl"—Vina Delmar's best selling novel and stage play.

"The Yellow Ticket" — Elissa Landi.

"Transatlantic"—Edmund Lowe, Greta Nissen, Lois Moran, Myrna Loy, John Halliday, Dixie Lee and George E. Stone.

Silver City"—Edmund Lowe and Warner Baxter reunited.

"The Midnight Cruise" — Edmund Lowe, Virginia Cherrill and Allan Dinehart, in a mystery melodrama.

"In Her Arms"—Warner Baxter and Elissa Landi.

"Cheating" — The same trio, Baxter, Landi and Cavanagh.

"Alimony Queens" — Warner Baxter, Joan Bennett, Paul Cavanagh, Myrna Loy, Una Merkel and Marjorie White.

"A Ticket to Hell" — Warner Baxter, Sally Eilers, Hardie Albright, Cecelia Loftus, George E. Stone are featured.

"The Brat"—The youthful team of Maureen O'Sullivan and Frank Albertson will be featured.

"Swindle"—Spencer Tracy has the lead in a story.

"Devil's Daughter" — Spencer Tracy will be supported by Myrna Loy and Una Merkel.

"Price No Object"—The team of Spencer Tracy and Warren Hymer of "Up the River" and "Goldie" in a story directed by Allan Dwan.

"Sugar Daddies" — Spencer Tracy, Marguerite Churchill and El Brendel.

"Some Girls Are Dangerous"—Elissa Landi, Donald Dillaway and Rosalie Roy.

"Skyline" — Hardie Albright, Thomas Meighan, Maureen O'Sullivan, and Myrna Loy.

"She Wanted a Millionaire"—Virginia Cherrill, Frank Albertson, Humphrey Bogart, Peggy Ross, Cecilia Parker, Rosalie Roy, Yvonne Pelletier, Roxanne Curtis, James Kirkwood, Gaylord Pendleton and Terrance Ray.

"The Royal Road to Romance"—George O'Brien, Frank Albertson and Maureen O'Sullivan.

"Riders of the Purple Sage"—Zane Grey's story brought to the screen with George O'Brien.

"The Rainbow Trail"—Another Zane Grey story featuring George O'Brien.

"Charlie Chan's Chance"—Warner Oland again plays Charlie Chan.

"Another Charlie Chan Story"—As yet untitled, which Earl Derr Biggers is writing, to be directed by Benjamin Stoloff.

"Young America"—Double Dillaway, Gaylord Pendleton, Peggy Ross, Rosalie Roy, Warren Hymer, Roxanne Curtis, Maureen O'Sullivan, William Collier, Sr., and Frank Albertson.

"Son-In-Law" — Lois Moran, William Collier, Sr., and Donald Dillaway.

"Lipstick"—Joan Bennett, Hardie Albright, Sally Eilers, Frank Albertson and James Kirkwood.

"Sink or Swim" — El Brendel, Marjorie White, Cecilia Parker, Rosalie Roy, Joyce Compton, Dixie Lee and Peggy Ross. Directed by Henry Lehrmann.

"Thoroughbreds" — Peter B. Kyne's story featuring Frank Albertson, Sally Eilers, John Arledge, and Peggy Ross. Directed by John Blystone.

"Human Toys"—John Arledge, Marguerite Churchill, Paul Cavanagh and Greta Nissen. Directed by Sidney Lanfield.

"The Great Air Robbery" — George O'Brien, Terrace Ray, Fifi Dorsay, in a novel film directed by Henry King.

"The Hysterical Age"—El Brendel, Frank Albertson, Joan Castle, Rosalie Roy and Roxanne Curtis in a comedy of youth directed by Sidney Lanfield.

"Champagne" — Fifi Dorsay, Paul Cavanagh, Humphrey Bogart and Joyce Compton. Directed by Kenneth MacKenna.

"Panama"—Fifi Dorsay, Warren Hymer, Peggy Ross and Joan Castle. Directed by Alfred Santell.

"Honeymoon" — Virginia Cherrill, Humphrey Bogart, Warren Hymer, Terrance Ray and Yvonne Pelletier. Directed by Hamilton MacFadden.

FINAL OF SERIES

Last of Buck Jones Group Ready for Release

Hollywood — "The Fighting Sheriff," final production in the present series of eight outdoor "specials" which Buck Jones, cowboy star made for Columbia Pictures, is the company's first May release. Jones is starred in the title role, with Loretta Sayers, recent Columbia "find" in the leading feminine part.

"The Fighting Sheriff" is an action drama depicting life and intrigue in the old West, played against a background of the Western plains and mountains.

EDWINA BOOTH, TOO

Another "Horn" Star in Mascot Serial

Hollywood — Nat Levine, president of Mascot Pictures Corporation, has announced that Harry Carey and Edwina Booth will head the cast of "The Vanishing Legion," his company's first all-talking serial of the coming season. Production on this picture has already been begun at the Tecart Studios in Hollywood.

Harry Carey, one of the screen's outstanding Western actors, the star of Metro-Goldwyn-Mayer's "Trader Horn," will make his serial debut in "The Vanishing Legion." Edwina Booth, who will play the featured feminine role in this Mascot serial, is featured in support of Carey in "Trader Horn."

FAVORS PRESS

Radio to Use More Newspaper Advertising

New York—The power of newspaper advertising for the merchandising of motion pictures in theatres of the United States and Canada was unanimously approved by delegates to the annual sales convention of Radio Pictures, held in Hollywood recently.

Through this approval, Radio Pictures will definitely participate with thousands of theatres in the United States and Canada in the expense of special newspaper advertising campaigns on most of its 36 productions to be released during the 1931-32 season.

This step, decided upon by Radio Pictures officials after a thorough and detailed demonstration of the power of newspaper advertising, will involve an annual expenditure of hundreds of thousands of dollars by theatres showing Radio Pictures, and by the company itself, according to Jos. I. Schnitzer, president.

From all sections of the country, sales representatives of Radio Pictures declared that advertising campaigns where the newspapers were used had been found to be the most effective in attracting patronage to the theatres.

Briefly, the advertising campaigns for newspapers involves special merchandising layouts especially prepared for publication prior to the opening of a film production in an individual theatre; and the entire campaign is prepared as an addition to the regular advertising space that the theatre may use during the run of the picture.

Radio Pictures' share of the extra advertising expense will be borne by the company in direct proportion to its participation in the gross receipts of each attraction in the theatre.

During the season just closing, Radio Pictures participated in the expense of exclusive newspaper campaigns on several big productions, most notable of which was "Cimarron." Outstanding results obtained during the past year in every tested locality was responsible for the decision of President Schnitzer to expand the plan.

Sign Kid Actor

Hollywood—Paramount has engaged another child actor. Five-year-old Dickie Moore has been signed for a small but vitally important role in Paramount's "Confessions of a Co-Ed," it was announced by the studio last week. Young Moore will appear in scenes with Phillips Holmes, Sylvia Sidney and Norman Foster, who are featured in the drama of college life from a modern co-ed's intimate diary.

Carl Laemmle Announces 26 Features for 1931-32

New Season Schedule Includes One More Picture Than Number in Present Sales Season.

New York—Twenty-six feature productions, one more than the number included in the present sales year, will be released by Universal during the 1931-32 season, according to official announcement made by Carl Laemmle last week. All of these twenty-six productions will be made for first-run theatres. The story material, direction, stars and production values have all been considered with this one thing in view.

Stars and featured players who will appear include John Boles, Lew Ayres, Rose Hobart, Sidney Fox, Walter Huston, Genevieve Tobin, Lois Wilson, Bela Lugosi, Charles Bickford, Frances Dade, Charlie Murray, George Sidney, Zasu Pitts, Slim Summerville, Bette Davis, Harry Beresford, Lawrence Gray, Clarence Darrow, Elliott Nugent, May Robson, Raymond Hackett, James Hall, Edmund Breese, Arthur Grange, Deerk Fairman, Allison Skipworth.

The directorial lineup includes John M. Stahl, James Whale, John Murray Anderson, William Wyler, James Flood, Cyril Gardner, Russell Mack, George Medford, Ernst Frank, Edward Laemmle.

The 26 Specials in Detail

Rose Hobart, who made her debut in "A Lady Surrenders," will star in Fannie Hurst's best seller, "Back Street." Direction will be by John M. Stahl, director of "Seed."

With "Dracula" pointing the way to big public demand for horror on the screen, Universal will make "Frankenstein," based upon the famous novel by Mary Wollstonecraft Shelley, with Bela Lugosi in the title role.

Charles Bickford and Rose Hohart will appear in "East of Borneo," under the direction of George Melford, with Lupita Tovar and Georges Renavent in featured support.

May Robson, the well-loved stage star, makes her talking picture debut in "Mother's Millions," described as the most unusual comedy-drama ever filmed. The featured supporting cast includes James Hall, Lawrence Gray, Frances Dade and Edmund Breese.

For Lew Ayres, Carl Laemmle, Jr., has very ambitious plans. The first of his new season productions will see him in uniform again, but not in war. The picture is "Eagles," an original by Jack Moffitt and Ray Shrock, and is a romance of flying machines and the men who made flying possible.

A new starring combination will be brought to the screen when Walter Houston and Genevieve Tobin appear in "Boulevard."

Edgar Allan Poe's immortal story, "The Murders in the Rue Morgue," will be the second horror story for the new season, and will be a companion piece of "Frankenstein," and its predecessor, "Dracula."

Rose Hobart will star in Arthur Somers Roche's story of the queen of the bootleggers—"A Lady of Resource," the sensationally successful Collier's serial, soon to appear in book form. Edward Laemmle will direct.

The versatile Lew Ayres will probably star in "The Spirit of Notre Dame," which is being produced with the full co-operation of the authorities at Notre Dame University, and is dedicated to Knute Rockne. It will be a story of college life and of the spirit that wins championships. The story is by E. Richard Schayer, story editor of Universal, and Dale Van-Every.

Donald Henderson Clarke, writer of best sellers, is the author of "Baby Faced Gangster," remarkable story of a youngster of the tenements, who dominates strong men.

"Barbary Coast," a romantic and thrilling story of the famous gathering place of the adventurous in San Francisco, is also on the list.

Universal's famed comedy players, Slim Summerville, and Zasu Pitts, will star in "West of Topeka."

"Lasca of the Rio Grande" will be a big special Western with an all-star cast to be announced shortly.

There will be a third Lew Ayres starring picture, title of which will be announced later.

Sidney Fox, who scored in her screen debut in "Bad Sister," will head an exceptional cast in Donald Henderson Clarke's best seller, "Impatient Maiden."

Robert E. Sherwood's Broadway stage success, "Waterloo Bridge," will be a starring vehicle for Rose Hobart.

Sixth of the famous "Cohens and Kellys" pictures will bring George Sidney and Charlie Murray together again in their perennially popular screen partnership. This time it will be "Cohens and Kellys in Hollywood."

Wadsworth Camp's thriller, "Derailed," will give Rose Hobart opportunity to display her versatility in a red-blooded melodrama of railroad men.

William Hurlbut's original play, "Lilies of Broadway," will be elaborately produced by John Murray Anderson, whose first screen achievement was "King of Jazz."

W. R. Burnett, author of "Little Caesar" and "Iron Man," is represented on the schedule by "Bullet Proof," a story of racketeers.

"Heaven on Earth," from Ben Lucien Burman's best seller, "Mississippi," will star Lew Ayres with Sidney Fox, Harry Beresford and Slim Summerville featured.

"The Great Air Robbery," a story of pirates of the air, will be one of the thrill specials on the new season program.

"Marriage Interlude," will have John Boles, Lois Wilson, and Sidney Fox in the featured roles.

Only last week Universal purchased for the schedule William Crew's play, "Nice Women," which ran at the Longacre Theatre. It is a thoroughly appropriate vehicle for Sidney Fox.

"Homicide Squad" is the twenty-fifth special for the year.

Lew Ayres will have a starring vehicle in Bret Harte's famous story, "Outcasts of Poker Flats," which will come to the screen under the title, "Man Hunt."

A special department is being created to handle the exhibition of Clarence Darrow's presentation of evolution. This is entitled "The Mystery of Life," and depicts in amazingly realistic fashion the story of man's fight for life, as told by the most eminent scientists.

Universal will produce a notable array of short subjects for the new season. These will include fifty-two two-reel comedies, starring Slim Summerville, George Sidney, Charlie Murray, Eddie Gribbon, Daphne Pollard, Lloyd Hamilton, Gene Morgan, Walter Merrill, "Steve" Brodie and others.

ROCKNE PICTURE

To be Dedicated to the Famous Coach

Universal City — With the full co-operation of the authorities of Notre Dame University, Universal will produce a feature production entitled "The Spirit of Notre Dame," dedicated to the late Knute Rockne. Lew Ayres will be the star. The picture will have an important place on Universal's 1931-32 schedule.

ADDING FOURTEEN

Universal to Include Action Pictures in Lineup

Chicago—Carl Laemmle, president of Universal, announced at the Mid-West sales convention of the company last week that in addition to the 26 quality features which Universal will produce for 1931-32, it will release fourteen action features.

Some of the action pictures will be made at Universal City. The others will be obtained from other producing sources. A contract with David J. Mountan is in negotiation, whereby he will supply a certain number for world release by Universal.

In making the announcement, Mr. Laemmle declared that Universal was taking the leadership in a much-needed movement back to the first principles of audience appeal. The fourteen action features will be produced with a minimum of dialogue, and with physical action heavily stressed.

DIETRICH IMPORT

German Film to be Released Here

New York—Associated Cinemas of America, Inc., has acquired the American rights for Marlene Dietrich's German film, "Die Frau, nach der man sich sehnt," which will be released here under the American title, "Three Loves." Foremost critics have acclaimed Dietrich's work in this production as the outstanding achievement of her sensational career.

CHATTERTON STARTS

Picture to be "Laurels and the Lady"

Hollywood — Ruth Chatterton's next picture for Paramount entitled "Laurels and the Lady," has gone into production at the Paramount studios in Hollywood under the direction of Berthold Viertel, noted European director. The picture has been adapted by Samson Raphaelson, well-known Broadway playwright, from Leonard Merrick's outstanding novel of the same name.

Supporting Miss Chatterton in the new production are Ralph Bellamy, Stuart Erwin, Francoise Rosay, Sam Hardy, Tyler Brooke and Charles Boyer.

Incorporates

Trenton, N. J.—American Television and Theatres Corp., of New Jersey, has been incorporated with 100 shares of no par common.

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

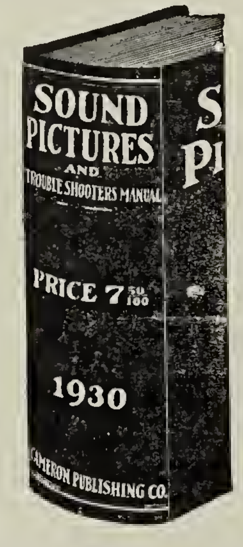
48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

> **"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."**



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel ("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages 500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox (Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S ENCYCLOPEDIA OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., Kansas City, Mo.

THE BAROMETER

REPORTS
OF RESULTS AT THE
BOX OFFICE

... AS TOLD BY ...
EXHIBITORS THEMSELVES

COLUMBIA

Dawn Trail, Buck Jones—Jones in a typical Saturday night western. No wonder kids don't want to take time Saturday to take a bath when there is a western like this in town. Advertising especially good in representing action and the picture holds up to the advertising.—J. W. Crabtree, Metro, Clarendon, Ark.

The Last Parade, Jack Holt—Holt in a good gangster picture. Rather inconsistent in story but has enough action and thrills to cause them not to be too critical. Jack Holt as usual comes to a bad ending.—J. W. Crabtree, Metro, Clarendon, Ark.

The Flood, Eleanor Boardman—First time I have ever played Eleanor Boardman. She is O. K. in this picture which will please. This picture has several spectacular flood scenes. Recording is exceptionally good on disc. — J. W. Crabtree, Metro, Clarendon, Ark.

Criminal Code, Walter Huston—Really here is a good underworld and prison picture at last. Played it two nights and it went over big. Good recording. — Roy Thomas, Community, Clear, Lake, Wis.

Shadow Ranch, Ken Maynard—These westerns may be all right in some towns but my advice is to lay off. — Roy Thomas, Community, Cear Lake, Wis.

FIRST NATIONAL

College Lovers, Jack Whiting—A football and college picture with a good cast but a poor story. Pictures like this are not made for a town without a football team because they have no interest in them. —Roy Thomas, Community, Clear Lake, Wis.

Scarlet Pages, Elsie Ferguson — A very good picture which drew a good crowd against school play. —Harold Smith, Dreamland, Carson, Iowa.

FOX

Three Girls Lost—Attractive title in that it is unusual and spots attention. Picture is very good throughout, being a story of three small town girls of different natures and dispositions who go to Chicago. Has plenty of heart interest and will pease all—J. W. Crabtree, Metro, Clarendon, Ark.

M-G-M

Remote Control, Wm. Haines—Some more of Haines' foolishness but just the same it went over good. A good story and a remarkable cast. Play it—Roy Thomas, Community, Clear Lake, Wis.

PARAMOUNT

No Limit, Clara Bow—Very good picture which played to fair business. — Harold Smith, Dreamland, Carson, Ia.

Gang Buster, Jack Oakie—Fine. The best yet from Oakie. Wish more pictures of this type were available.—Harold Smith, Dreamland, Carson, Ia.

Tom Sawyer, Jackie Coogan — Boy, how they did eat this one up. Fine business and a fine picture.—Harold Smith, Dreamland, Carson, Ia.

TIFFANY

Third Alarm—A fire picture that didn't go over so hot for me. Photography poor. Good story, however, and well portrayed. The little boy representing the son of the fire chief killed in the fire was the knockout of the show and practically stole the picture. Recording on disc only fair.—J. W. Crabtree, Metro, Clarendon, Ark.

Hell Bound, Leo Carrillo—I played this picture at my Grand Theatre, Sioux Falls, S. D., on a Sunday, Monday and Tuesday. My Monday's business was much better than the usual Monday's business by reason of the word-of-mouth advertising. We received nothing but praise on the picture and I am only sorry I did not put this picture over big and play it a week as it has merited a week's showing. I recommend "Hell Bound" to every exhibitor.—Benny Berger, Berger Amusement Co., Minneapolis.

UNIVERSAL

Cohens and Kellys in Africa, Sidney-Murray — Fairly entertaining. Some places pretty draggy. Drew fairly good.—Harold Smith, Dreamland, Carson, Iowa.

WARNER BROS.

Three Faces East, Constance Bennett—A story of two spys during the late war. It holds everyone's interest throughout. Play it and you won't be sorry.—Roy Thomas, Community, Clear Lake, Wis.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____

Star ____________________ **Producer** ____________________

Business and Comment: ________________________________

____

____________________ **Weather:** ____________________

Title ____

Star ____________________ **Producer** ____________________

Business and Comment: ________________________________

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Find The Best Points and Sell Them

To the men of the Fox Midland division of Kansas City, F. C. Souttar, its advertising director, frankly imparted:

"Get hold on the pictures that you are playing; no matter how bad a picture it may be from the standpoint of plot, cast or production, it has its redeeming features, and it is up to you to take these strong points and sell them.

"If every picture was a 'natural,' circuits and theatres would not need managers. Copy for the ads could be sent out of the home office and a 'punk' whd who could office and a 'punk' kid who could make out a weekly statement could run the theatres. Not all pictures are 'naturals,' so we get the smartest men available and use them to run the theatres.

"How do you open a press sheet? Do you open it with a grim look in your eyes and 'I'll bet this one is a louse' thought in your mind?

"If you do, you're all wrong, from the start. You can't sell pictures you aren't sold on. (Editor's Note: Give every picture its rightful chance. There must be some real good in it or the producer would have shelved it.) This pessimistic feeling is due to creep into your copy, into your lobby and the result is that you aren't at all disappointed when the picture flops.

"Here is an example from our own division. A manager had a picture in his second house that he was 'hot' for. He wrote into the office wanting it changed into the first house. He was positive that it would clean up. But the office experience with the picture had been just the opposite; when played in the A house it wouldn't get beans, and it wasn't doing so good in the second either. But this manager was not satisfied with being turned down once. He wrote again, pleaded and begged and cursed a little, but all of us rested the case on previous experience with the picture.

"The result was that the picture played the second house, knocked them cold with a gross about half again what the A house grossed on the same days with an attraction that had been doing big business. Now, how are you going to account for it? Simply that he was enthused over the picture. He had that feeling in his bones that here was a real money picture. That feeling crept into his newspaper copy, into his lobby, into the employees. It couldn't be kept out and WHAM!—the picture was a cleanup for him.

"Recently, after an evening screening four of us, including a district manager of a film company, discussed picture selling. For years this district manager had been the crack salesman of a company whose general run of product wasn't to be compared with the leading companies of the day. Yet, he had gone out and sold the pictures for more money than the leading film companies were getting. Not just once or twice, but time after time. And not only was he able to sell the pictures to the exhibitor once, but he could come back in again and sell the same exhibitor a second time.

"He told a story on himself. Never caring a rap for baseball, he had never attended a baseball game. Once he found that he had a baseball picture on his hands to sell. It was late in the year. The picture had come out just in time to be sold to the exhibitors before the world series opened.

"The first town he went into was a small city boasting one of those kinds of baseball teams It was a cold, wintry day, one of those dark and gloomy ones that hits up in October every once in a while, and the last day of baseball in the town, with the local team in last place; and playing the team just above them in the percentage figures.

"In the morning the picture was screened for the local exhibitor he was calling on. After the screening all the film salesman could think of, or talk about was baseball. He tried to talk the local exhibitor into going to the ball game with him that afternoon, and when he couldn't he went and saw his first ball game that day.

"To make a long story short, he sold himself, and to sell himself he had to sell a game that he didn't give a tinker's care about. The result was that he sold the picture throughout the territory like candy.

"That is an example of exceptional salesmanship. You've got to learn to sell yourself the pictures that you are playing before you can sell the picture to the public.

"There's no use kidding ourselves; there aren't enough big pictures to have one every day. Yet, every picture that we play has its strong points, its possible angles for selling and it is up to us to study that picture and that press book always with that idea in mind, and not to place ourselves in the position of a critic who must be sold the attractions."

(Editor's Note: We have to dig out the saleable angles. Sell ourselves. Then sell the public on the idea of filling the seats available during its showing.)

AD - it - orial

Cut! Cut! Cut This! Cut That!

By William Jacobs

WOULD you turn off the lights in your canopy to save money during the so-called depression?

Ridiculous? Then why even think of cutting your advertising budget at a time when it is necessary to do more energetic and concentrated selling to keep seats filled.

Depression brings home to the reckless and sloven the necessity of judicious spending.

We say, "Cut with consideration everywhere, but not the advertising budget." "Think, scheme and exert every ounce of energy to make the advertising dollar do double, triple and quadruple duty during harder times to fill extra seats."

What good are fine cars, if you can't sell them? What good are great pictures if they don't fill seats.

You're in a fast business.

You have to fill seats quickly. They're salable only a few hours each day, in most cases.

Utilize sagaciously mediums that pull and sell quickly.

You can't depend on natural theatre-going habit to fill seats. You can't wait until it's talked around that you have a good show. You can't sit and hope for ideal theatre weather to pack your house.

You have to sell, exploit and advertise in up and at 'em fashion. And that takes brains, ambition and energy backed up by a prosperous budget.

The wise spending of the last dollar has turned innumerable cases of depressions into prosperity.

As vital as to the body of man, advertising and selling is the heart of the theatre.

When the heart is affected, death moves in to soon take possession.

Cut! And cut! But not the heart!

Battling Summer Slump

The following is reprinted from a bulletin sent out by National Screen Service:

Perhaps you may be interested to know how I made a house pay, that has always lost money during the summer months. I realized I had a battle ahead of me, so I laid out a plan of attack—

Knowing that my opposition houses put on the cheapest pictures they could get and cut their advertising down to the bone during the summer, I made it a point to get at least one good picture a week, and I got behind that picture, doubled my advertising, created a special lobby display and used a special De Luxe type of trailer—

Bought palm beach suits (they cost very little) for each of my employees—had the lobby walls cleaned and the whole front of the house cleaned and touched up—(this really doesn't cost much and removes the smoke and dirt of the winter months)—filled my lobby with potted plants and flowers—made a deal with florist—gave him a screen credit—put as many green lights as possible through the lobby and house and went through the house to brighten it up in every way possible. On each side of the stage, two of the largest cakes of ice the ice company could make which they replaced every afternoon and gave credit for what was left of the one from the previous day—back of each cake was a green electric light—and a fan mounted to blow the air above each cake of ice towards the audience. Not that it helped to cool the theatre to any great extent, but it created a delightfully cool impression.

Two high school girls with pleasant voices phoned continually from 3 to 5 and from 6 to 8, telling people about the splendid program and how cool and nice it was at the theatre.

While the other theatres were laying down on the job, my efforts and advertising was that much obvious and what would have been a losing summer season turned into a profitable one.

Good Stunt on "Finger Points"

ALBERT P. KAUFMAN, manager of the Capitol Theatre, in Rochester, N. Y., introduced an exploitation stunt in connection with the showing of Richard Barthelmess in "The Finger Points" that smacks of real cleverness. In it he was aided by the Times-Union.

Kaufman had placed on posts in the downtown sections of Rochester cut-outs of a hand with pointed finger. At noon a press photographer took shots of the crowds passing the hand. The person at which the finger pointed when the camera snapped was the winner of a cash prize. Those in the immediate vicinity were eligible for seats at the theatre. The first day the Times-Union reproduced the photographs over four hundred people emphatically claimed the finger pointed at them. It was necessary to enlarge the pictures so as to prove the ones worthy of the prizes.

The stunt was worked for three days and the doubt created as to whom the finger pointed at made it highly successful, the newspaper agreeing it was a circulation builder and the theatre finding it a great aid in calling attention to the picture.

Clever Exploitation Aids "Father's Son"

AN effective piece of exploitation was worked by the advertising staff at Shea's Century Theatre, Buffalo, in connection with the recent showing of "Father's Son." It consisted in part of the reproduction from the press sheet on the picture of the endorsement given the Tarkington story by James E. West, chief scout executive of the Boy Scouts of America. This was widely distributed among the schools and through the mails. Primarily intended for adults was a neatly gotten up proclamation entitled, "If I Were Mayor of Buffalo." It was signed "One Who Has Seen 'Father's Son' " and in advising every one to see the picture having Leon Janney, Lewis Stone and Irene Rich in its chief roles give a number of reasons for so doing.

Forty thousand of these found their way into homes and the Century's staff has every reason for believing they were helpful inasmuch as the picture had a banner week. What makes these stunts so worthy of notice is their simplicity and inexpensiveness. Other exhibitors can follow suit in this to their profit. "Father's Son" continues to earn the most superlative praise wherever it is shown. Hundreds of letters have been sent by fans to Warner Bros. thanking them for the picture, which every one will admit is the height of commendation.

"U" Signs Carrillo

Universal City — Leo Carrillo was signed last week by Carl Laemmle, Jr., to play the lead in "Lasca of the Rio Grande." This adaptation of Frank Duprez' poem will go into production some time the early part of June. It is also provided in the new contract with Carrillo that he will be featured in at least one other picture on next year's Universal list.

WANTED

Successful Exploitation
Campaigns that Cost

$5 or Less

to PUT OVER!

WE HAVE MANY BUT
WE WANT **MORE!**

SEND THEM IN TODAY!

Associated Publications
4704 East 9th Street
KANSAS CITY, MO.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ____________________
Star ____________________
Producer ____________________
Comments ____________________
____
____
____
____
____

Title ____________________
Star ____________________
Producer ____________________
Comments ____________________
____
____
____
____
____

Title ____________________
Star ____________________
Producer ____________________
Comments ____________________
____
____
____
____
____

Exhibitor's Name ____________________
House Name ____________________
Town ____________________
State ____________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO GUARANTEED rebuilt Simplex machines complete with new Brenkert reflector arc lamps. A real bargain. Monarch Theatre Supply Co., 154 East Calhoun Memphis, Tenn. tf

SOUND EQUIPMENT DIRECT FROM FACTORY—Sound-on-film heads for Simplex, Powers, Kaplan, Superior projectors, complete with 4 ampere exciter lamp, ammeter, rheostat, Graf Optical System, Visitron Photo Cell, drive assembly, price $176.50. Head amplifiers $25.00. Write for list of theatres that have made their own installation of this equipment, also photo of sound heads. Address The Royaltone Mfg. Co., Wichita, Kas. 5-26

TWO POWERS projectors, Syncrodisc talking equipment, non-synchronous outfit, 200 veneer seats, all good condition. $500 takes all. Princess Theatre, Eaton, Ind. 5-19

700 SEATS—Veneer with cast iron standards; good condition; very low price to move them. Jack O'Connell, Vita-Temple Theatre, Toledo, Ohio. x5-19

IN STORAGE at Davenport, Wash.—One Powers 6-A projector complete, one Wagner converter, one transformer, one rheostat, price $125.00. A. C. Millard, 404 Lovell Ave., Mill Valley, Cal. 5-19

TWO REBUILT SIMPLEX, single bearing projectors, less lamp houses or lenses, both $475.00. Two Strong Junior demonstrators, like new, new lamp guarantee, both for $395.00. American Theatre Supply Co., 310 St. Clair St., Toledo, Ohio. 6-9

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

EQUIPMENT FOR SALE—Con'td

GOOD-ALL sound on film equipment, guaranteed. Also two constant speed motors with grooved pulleys, three Jensen speakers, four trumpets with units, one large power unit, several small motors. Bargain prices. W. H. Hardman, Frankfort, Kas. 5-19

THEATRES FOR SALE

WE ARE EXPERTS on Theatre Sales and Purchases. Send particulars. Address Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 6-2

TALKIE THEATRE — Price reasonable; no competition; ideal location; near Wheeling, W. Va. Campbell, Wagner Realty Co., Wheeling, W. Va. 5-19

POSITIONS WANTED

THEATRICAL sign artist open for position. Ed Winter, Savannah, Ga. 5-19

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXPERIENCED Western Electric; RCA projectionist, open for position; go anywhere; references. H. B. Pixler, 2619 Temple St., Los Angeles, Cal. 5-26

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

HELP WANTED

SALESMAN — Real go-getting worker; protected territory on seven complete tested lines theatre attendance builders, including china, glass, silver. Something for each theatre all from same firm. Direct factory connection guarantees price, quality and service. Write or wire Colonial China Company, 549 West Randolph St., Chicago, Ill. 5-19

Patronize The Associated Group
It Will Bring You Better Results

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National screen service
NSS
CHICAGO - NEW YORK - LOS ANGELES

Invisible Changeover

"Thide"

Automatic Shutter Control

with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.

Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

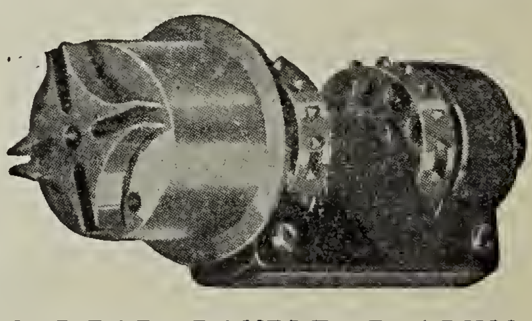
Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES
and SHORTS

Indiscreet

United Artists—94 Minutes

Cast: Gloria Swanson, Ben Lyon, Arthur Lake, Monroe Owsley, Barbara Kent, Maude Eburne, Henry Kolker, Nella Walker. Directed by Leo McCarey.

The original title of this picture was "Obey That Impulse" and somehow we feel it would have been a better name. However, Gloria Swanson has turned out a snappy little story that registers well and can be classed as good entertainment. The star is not as serious as she was in "The Trespasser," not as dumb as she was in "What a Widow," but hits an intermediate vein which suits her personality. DeSylva, Brown and Henderson are responsible for the story, but it is not a musical even though this trio is generally identified with that class of entertainment.

The story is light but interesting and moves along smoothly. Ben Lyon is good, as are Arthur Lake and Monroe Owsley. Barbara Kent is pleasing as Gloria's sister while much of the comedy is contributed by Maude Eburne, who portrays the heroine's aunt. All in all "Indiscreet" is a good picture, but in our opinion the title is too heavy for the story.

Gloria Swanson ends an affair with Monroe Owsley and immediately takes up Ben Lyon, a writer of a book called "Obey That Impulse," who advocates the theory that a person should do what he wants to do while the impulse is still with him. Arthur Lake is the suitor of Gloria's sister, Barbara Kent, who later falls for Owsley against Gloria's wishes. It becomes necessary for Gloria to confess to Ben Lyon of her affair with Owsley and Ben leaves disgusted, but comes back for the happy ending.—Steen.

SELLING SEATS: Play up your billing around "Obey That Impulse," suggesting that everyone should obey his impulse and see the picture. Ben Lyon and Gloria Swanson are good draws in themselves and should be given considerable billing. Give prominence to the supporting cast, which is good. Play up the comedy. The title suggests a sex picture. Sex is not the predominating factor of the picture so you can safely bill it as a comedy-drama if your fans are fed up on sex stuff.

Dude Ranch

Paramount—69 Minutes

Cast: Jack Oakie, June Collyer, Eugene Pallette, Mitzi Green, Stuart Erwin, Charles Sellon, Cecil Weston, George Webb, Guy Oliver, James Crane. Directed by Frank Tuttle.

This picture is real entertainment from start to finish. There is nothing to be taken serious and will keep the audience constantly laughing. Stuart Erwin with his usual Will Rogers mannerisms is the owner of a dude ranch but the guests are dissatisfied because there is no excitement. Just like an answer to a maiden's prayer, Pallette, Green and Weston appear on the scene and from then on things start happening.

Toward the end of the picture some fast moving action takes place with the hero and his friends in a bus after some bank robbers There is a fight between the hero and the villain in a bus stopped on the railroad tracks while a speeding train is approaching—then comes the crash, but the hero is out of the way in the nick of time. What excitement! The audience will hold its breath.

The picture has a good cast. Mitzi Green as usual is very cute while Stuart Erwin, Eugene Pallette and Charles Sellon are responsible for many laughs although Oakie's name is featured. The picture is strongly recommended as a Sunday feature and is suitable for children.—Jesse.

SELLING SEATS: The picture has five popular stars. Play them up for all they're worth. Dress your lobby with a western atmosphere. Use cut-outs of Oakie as a cowboy. Advertise him as being different in this picture.

———o———

Public Enemy

Warner Bros.—83 Minutes

Cast: James Cagney, Edward Woods, Donald Cook, Beryl Mercer, Jean Harlow, Louise Brooks, Joan Blondell, Ben Hendricks, Jr., Leslie Fenton, and others. Wm. A. Wellman, director.

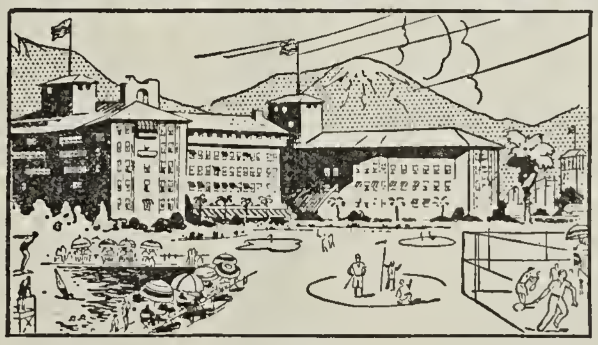
This picture requires lively short subjects to brighten up the program a bit, for there is no comedy relief, and it will cast a depressing mood over the audience unless entertaining shorts are run in conjunction with the picture. The story is absolutely serious from start to finish and was meant to be taken seriously by the audience. Unlike other gangster pictures, it shows nothing deliberate or smart on the part of the gangsters to provoke the audience to laughter. Neither does it bring politics or bribes into the picture at all. This is not for children for, although it is a good moral picture, they will not understand it. The gangsters are not paraded as fantastic figures, neither do they represent certain persons or characters but show conditions as they actually exist today; and portrays the basis for the life of crime which the gangsters lead.

The story opens with the early childhood of two boys, who, through bad associates, are taught the game early in life, starting as petty thieves. After the World War and after the Volstead Act goes into effect, the two men now grown, become beer racketeers, and consequently immensely rich. They are powerful figures in the racket business and force speakeasies to buy their beer or take the consequences. Then rival gangs appear and one by one they lose their lives at the hands of their competitive racketeers.

It is not a picture for small towns, but should be successful in large towns and cities. There is a lesson and daring truth in this picture, and we believe it was meant to awaken honest citizens to the gangster tyranny prevalent in large cities today.—E. S.

SELLING SEATS: Tie-up with organizations for the prevention of crime, have tags printed and placed on parked cars reading "You are the Public Enemy if you park here too long. See the 'Public Enemy' at ________ Theatre (date)." Promote an essay contest requiring contestants to write in 100 words or less what they would do to rid the country of today's greatest menace—the gangster. For the best answers award guest tickets to see the picture.

The AMBASSADOR *Los Angeles*



A cool 22 acre California playground
CROWNED *by a* GREAT HOTEL

No hotel in the world offers such varied attractions as the AMBASSADOR, "The Great Hotel that Seems Like Home"—the center of Los Angeles and Hollywood social life.
Continuous program of outdoor and indoor diversion. 22-acre park, playgrounds, open air plunges, tennis courts, 18-hole miniature golf course, archery, flowered pergola walks, cactus gardens.
An all-talking picture theatre, world-famous Cocoanut grove for dancing parties. Riding and all sports. 35 smart shops.
Ambassador convention auditorium seats 7,000. Guests have privilege of champion 18-hole Rancho Golf Club.
OUTSIDE ROOMS WITH BATH as low as $5 per day.
Write for Chef's Booklet of California Receipts and Information

THE AMBASSADOR HOTELS SYSTEM
The Ambassador, New York
The Ambassador, Atlantic City
The Ambassador, Palm Beach
The Ambassador, Los Angeles

THE LAST WORD

TELEVISION---WHAT OF IT!

AGAIN there is talk of television to add to the worries of this restless industry. A few weeks ago John E. Otterson, president of Electrical Research Products, a subsidiary of Western Electric, made the statement that television, as far as its general commercial use was concerned, is at least five years off. This past week David Sarnoff, president of Radio Corporation of America, an affiliate of General Electric, declared that television would be in widespread use in a year. Two quite opposite views from two men who are in position to know whereof they speak.

There is no denying that television is on the way. Already there are several stations broadcasting television programs and some reports also state that 40,000 television receiving sets are now in home use. Undoubtedly as television broadcasting improves it will add to its followers and in time—no one can really say how soon—it may even boast as many fans as radio. But as far as its making great inroads on theatre attendance is concerned, we fail to see it as a menace to get shaky in the knees about—at least for several years, if ever at all.

Radio was a great bugaboo for showmen a few years ago. Good roads that lead from the small towns to the bigger towns also created a scare. Folks have to stay at home to listen to the radio and the roads that lead to the big cities run both ways. So the tax on theatre attendance by those alleged menaces was only of short duration. Television, too, is something that people have to stay home to get. But the great American public just isn't the stay-at-home kind; it's a "let's go places" people and, no matter how perfect television may become, good attractions away from the home will always have the greatest pull.

Quality productions of the first rank will be the industry's saviour in the face of any competition. But let that quality diminish to a low level and even tiddle-de-winks can become a menacing competition.

The astute showman knows that he must be prepared at all times for every kind of competition. He fortifies himself with good attractions, both features and shorts, makes his theatre attractive and comfortable, all of which serves as the greatest magnet to reach into the homes and bring the ticket buyers to his box office.

Ben Shlyen

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN President
H. F. STEEN Vice-Pres.
AL F. STEEN Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

TO know what is going on in the industry, *locally* as well as nationally; to keep thoroughly posted on pictures being released; to learn their success or failure to big theatres and small theatres; in short to be informed about the thing that will help you to get the most out of your business—that is the purpose and function of this trade paper.

* * *

You will be repaid many times the subscription price, if you read this magazine regularly . . . It's your HOME trade paper.

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.
NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record | Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

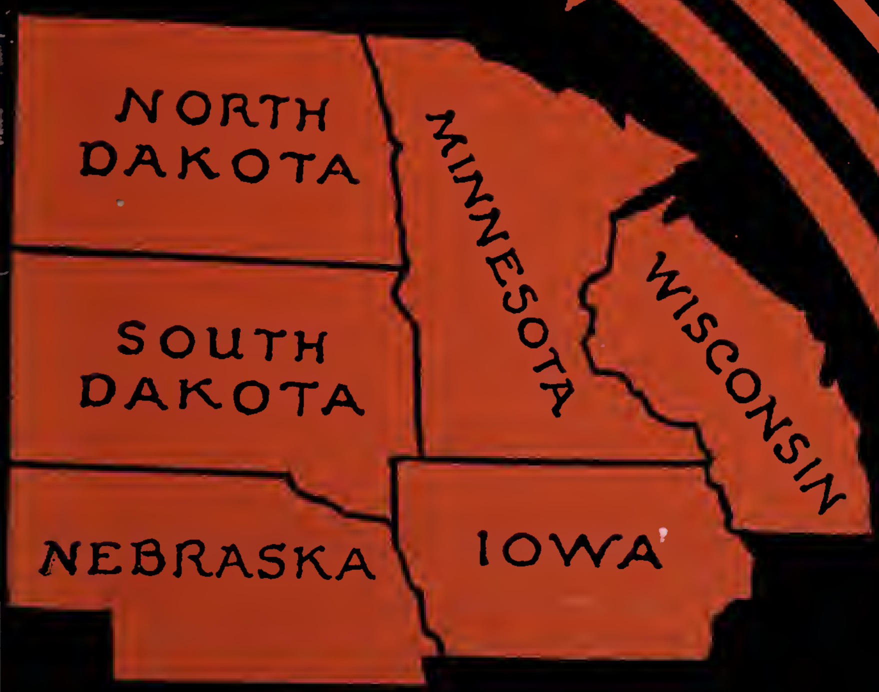
Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

MAY 26, 1931
VOLUME XII NUMBER 1

MOVIE AGE


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

COMEDY DEMAND IS GREATER AMONG N. W. EXHIBITORS

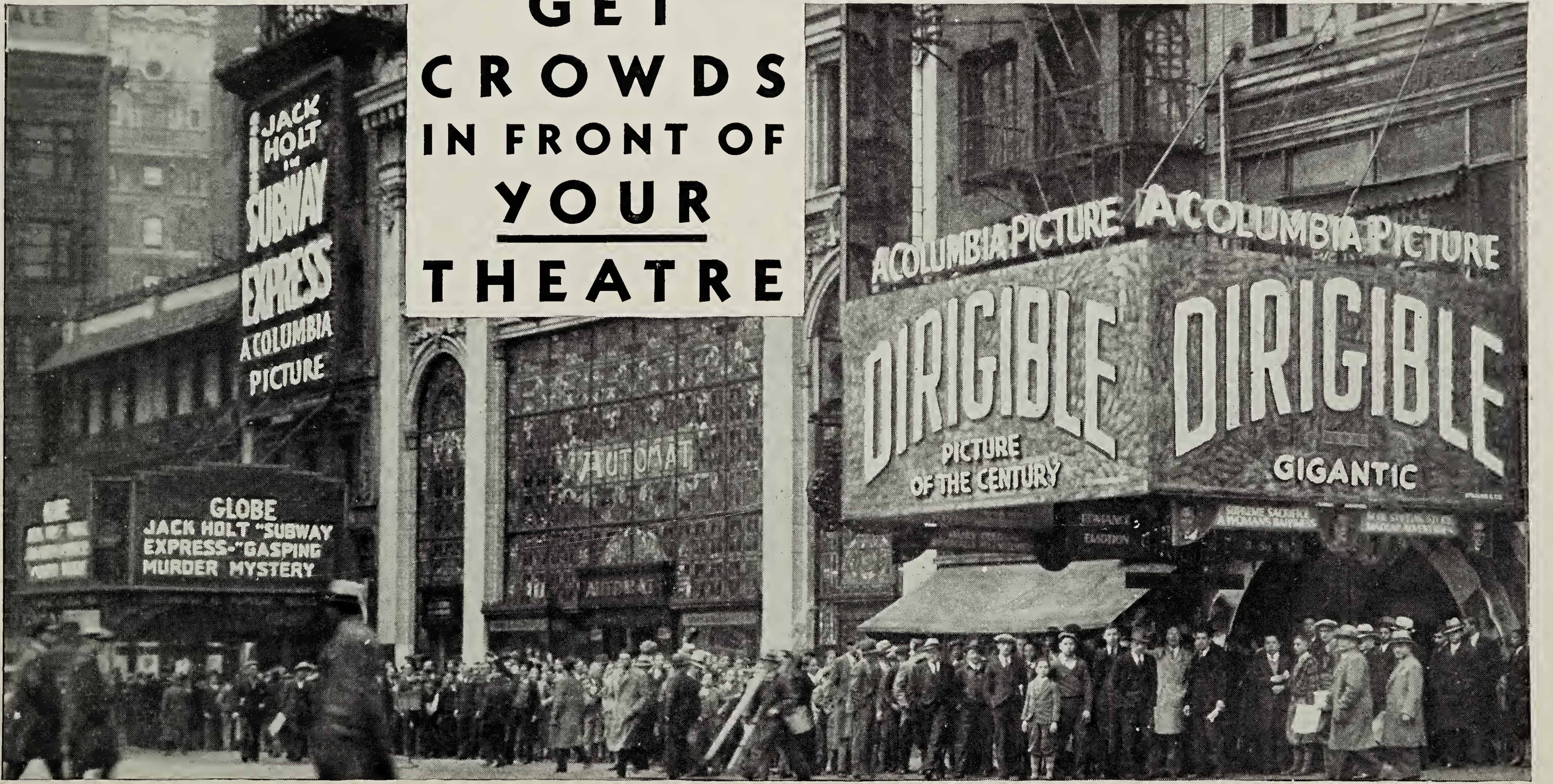
INDEPENDENT SHOWMEN EXPRESS INTEREST IN NEW PRODUCT

EXHIBITION CONTRACT IN TEST CASE

TWO COLUMBIAS ON ONE BROADWAY BLOCK!

. . . and the usual jam that drives traffic cops to desperation . . . but gladdens the heart of box-office men.

GET
CROWDS
IN FRONT OF
YOUR
THEATRE


JACK HOLT IN SUBWAY EXPRESS A COLUMBIA PICTURE
GLOBE
JACK HOLT "SUBWAY EXPRESS-"GASPING MURDER MYSTERY
AUTOMAT
A COLUMBIA PICTURE A COLUMBIA PICTURE
DIRIGIBLE
PICTURE OF THE CENTURY
DIRIGIBLE
GIGANTIC

"COLUMBIA—*of Course!*"

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
5th and Nicolett
MINNEAPOLIS, MINN.

Contract in Test Case

Between Paramount and John De Marce; Exhibitor Charged With Failure to Play Pictures.

Judge Harold Baker of Swift County district court has taken under advisement the case of Paramount-Publix corporation against John De Marce, exhibitor, claiming breach of contract and consequent damages as a result of the latter's alleged failure to play pictures under an old standard exhibition contract executed in 1928.

After hearing arguments on both sides in district court at Benson, Minn., Judge Baker asked for the submission of briefs. S. P. Halpern, attorney for Northwest Allied group, representing De Marce, claimed that the U. S. Supreme Court has ruled a similar contract illegal and in violation of the anti-trust laws.

The action is being regarded by the trade as a test case. Minneapolis exchanges have a number of similar suits against Northwest exhibitors which will be filed if Paramount-Publix is victorious in the present action. No decision is expected for several weeks. E. J. Cinera is counsel for Paramount.

Wisconsin MPTO Meets June 16-17

Fischer in Charge of Arrangements; to Discuss Wisconsin Allied Situation at Convention.

Milwaukee, Wis. — Announcement has been made that the annual convention of the MPTO of Wisconsin will be held June 16-17 in Milwaukee. George Fischer, Milwaukee exhibitor, has been named chairman in charge of arrangements for the gathering.

One of the big topics expected to come up at that time is the matter of the Allied Independent Theatre Owners of Wisconsin, which has scheduled regional meetings for Madison, Green Bay and Wausau. Dates for the convention of the latter association have not yet been selected.

Report Interest

In New Product by Independent Exhibitors, According to Managers of Exchanges.

With the new selling season about to start, Minneapolis exchange managers report that interest in the 1931-32 product is of record-breaking proportions. Anxious to get a line on the new product, independent exhibitors have been flocking into Minneapolis the past week in unusually large numbers and exchanges have enjoyed a virtual stream of visitors.

Last week's visitors included

(Continued on page 5)

Gets Quota

It is claimed that the quota of 300 Minnesota and North and South Dakota exhibitors has been signed up for the Kinogram News Weekly, the allied screen advertising medium. Accounts have been solicited by Sam Cornish, W. R. Frazee, Fred Knispel and W. W. Arnold.

STAGE SHOWS OUT

St. Paul Paramount Drops Acts

Stage shows will not be reinstated in the St. Paul Paramount Theatre at this time in accordance with a St. Paul Association of Commerce, local civic body, petition, Publix officials state.

The volume of available business is not sufficient at this time to warrant the placing of stage shows in the St. Paul house during the current summer, at least, the Publix officials point out. Attention is called to the fact that Paramount-Publix, in line with a present policy of retrenchment, is now taking the stage shows out of many cities.

Publix unit shows, however, will continue at the Minnesota Theatre, Minneapolis, according to persent plans. The house will get the choice of the New York and Chicago units, taking whichever is strongest. The first of the units from the Oriental Theatre, Chicago, played the Minnesota last week and went over big.

Comedy's Influence

By M. E. CUFFEL, Editor

HAROLD JOHNSON, Educational exchange manager, says that the demand for good comedies is unusually brisk. In many towns, he finds, film fans actually are clamoring for the fun offerings to help them forget their worries and troubles.

Regardless of whether his public is making its desire in the matter felt, it would seem to us that the exhibitor who fails to build up his programs with good comedy shorts during these depressing times is overlooking a good bet and displaying poor showmanship.

If the exhibitor will take pains to inquire, he undoubtedly will find that the percentage of patrons who enjoy good comedy shorts is almost 100 per cent. And the more gloom there is outside the theatre the more welcome are the pictures that excite laughter and spread good cheer.

In this trying period, comedy shorts can be built into real business getters by the live-wire exhibitors. They are

(Continued on page 5)

BILLING SHORT

"Symphony to Receive Recognition

Ben Marcus, Minneapolis Columbia exchange manager, claims to have "the best short yet' in "Mother Goose Melodies," a "Silly Symphony" comedy.

Publix has bought the picture for all its houses and plans to give it feature billing and to play it up prominently in newspaper ads. It will be exploited as a "special" short.

"Indiscreet" and "Iron Man" Best Loop Draws

Minneapolis (week ending May 22)—With no especially outstanding attractions, business the past week was only fair at loop showhouses. Comparatively, the best draws were "Indiscreet," with Gloria Swanson, at the State, and "The Iron Man," starring Lew Ayres, at the RKO-Orpheum. The business done by Robert Montgomery's first stellar picture, "Shipmates," at the Minnesota, was somewhat disappointing. The picture pleased patrons, but the star did not display the expected drawing power. With Bert Lytell appearing in person with the Bainbridge dramatic stock company at the Shubert, his latest starring picture, "The Single Sin," was offered at the Grand to good returns.

Aster—**The Spy** (Fox), Kay Johnson and Neil Hamilton. **Business:** Fair. **Summary:** A slow moving melodrama of a young wife who becomes involved with a member of the Russian secret police. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Grand—**The Single Sin** (Tiffany), Bert Lytell and Kay Johnson. **Business:** Fair. **Summary:** Some gripping situations in this drama of a woman spy who falls in love with one of the enemy's soldiers. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy and sound news.

RKO-Orpheum—**The Iron Man** (Universal), Lew Ayres, Jean Harlow and Robert Armstrong. **Business:** Good. **Summary:** Comedy and thrills in this drama of a young pugilist who is nearly led astray by his manager's vamping wife. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, sound news.

Lyric—**Stepping Out** (M-G-M), Leila Hyams, Reginald Denny and Charlotte Greenwood. **Business:** Fair. **Summary:** Rather broad fun provides many laughs in this comedy of a pair of wives who set out to give their gay, philandering husbands a dose of the latters' own medicine. **Entertainment Merits:** 80 per cent. **Short Subjects:** Slim Summerville comedy, cartoon comedy, sound news.

Minnesota—**Shipmates** (Metro), Robert Montgomery and Dorothy Jordan. **Business:** Fair. **Summary:** Montgomery does good work in first stellar vehicle, a moderately amusing story of a gob who is mistaken for an oil magnate and has a love affair with a millionaire's daughter. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show, sound news.

State—**Indiscreet** (U. A.), Gloria Swanson. **Business:** Good. **Summary:** The numerous comedy touches redeem rather trite and conventional story of a girl with a past who sets out to save her sister from the man with whom she has had an affair at the risk of her own happiness. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news; Timberg comedy, cartoon comedy.

MILWAUKEE

(Week Ending May 13)

Alhambra — **Virtuous Husbands** (Universal), Elliot Nugent and Jean Arthur. **Business:** Fair. **Summary:** From the play, "Apron Strings". A fairly well-acted picture. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal News, comedy.

Garden — **Indiscreet** (United Artists), Gloria Swanson and Ben Lyon. **Business:** Fair. **Summary:** A comedy with several really funny scenes thrown in. **Entertainment Merits:** 90 per cent. **Short Subjects:** Newsreel.

Majestic — **The Hot Heiress** (First National), Ben Lyon and Ona Munson. **Business:** Fair. **Summary:** A rather slim story, but humor helps to carry it along in an able manner. **Entertainment Merits:** 85 per cent. **Short Subjects:** "Algiers," Aesop's Fables, Pathe News.

Palace — **Gun Smoke** (Paramount), Richard Arlen and Mary Brian. **Business:** Good. **Summary:** A "peppy" affair of its kind with some pretty good western scenery to look at. **Entertainment Merits:** 85 per cent. **Short Subjects:** "Golf" with Johnny Farrell; Rythm Boys, specialty; RKO News.

Strand—A **Connecticut Yankee** (Fox), Will Rogers and Wm. Farnum. **Business:** Fair—ended second week. **Entertainment Merits:** 90 per cent. **Short Subjects:** "Bum Bandit," screen cartoon; Fox News.

Riverside — **Woman Hungry** (First National), Lila Lee and Sidney Blackmer. **Business:** Good. **Summary:** A screen version of "The Great Divide" with some excellent acting. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville.

Warner — **The Finger Points** (Warner), Richard Barthelmess and Fay Wray. **Business:** Good. **Summary:** A gang melodrama with a well-told story although somewhat depressing. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel; Looney Tune comedy.

Wisconsin—**Ladies' Man** (Paramount), William Powell and Kay Francis. **Business:** Fair. **Summary:** A picture with a rather stilted, artificial slant on modern life. **Entertainment Merits:** 85 pe rcent. **Short Subjects:** Fanchon and Marco Idea; Fox News.

LYTELL DRAWS

Shubert Enjoys One of Biggest Weeks

Further evidence of Minneapolis' entertainment allegiance to the movies was found in the splendid business attracted to the Shubert Theatre last week when Bert Lytell, noted screen star, appeared as a guest luminary with the dramatic stock company.

Due to Lytell's drawing power, the company enjoyed one of its biggest weeks of the entire season. Prior to the coming of the film star, business during the preceding three weeks at the Shubert had been very poor.

Lytell appeared last week in "Death Takes a Holiday." He concludes his Minneapolis engagement this week in "Up Pops the Devil." His wife, Grace Menken, is playing opposite him.

Coincident with Mr. Lytell's personal appearance at the Shubert last week, his latest Tiffany starring picture, "The Single Sin," was presented at the Grand and drew large audiences.

STYLE SHOW

Chorus Girls Model for Bathing Suits

Cliff Gill, Minnesota Theatre press agent, Minneapolis, put over a dandy tie-up with one of the leading Minneapolis loop department stores that got his theatre a ot of good publicity. Gill arranged to have the chorus girls with the Publix unit show at the house model the new style bathing suits at the store Wednesday afternoon. The store ran large newspaper display ads on the event, with prominent mention for the theatre and its stage and screen attractions.

Lou Breeze, master of ceremonies at the Minnesota, acted as master of ceremonies for the style display which attracted a crowd of several thousand people.

Another Minnesota tie-up was with the Washington Shirt stores, six in number. The stores used life sized enlargements of Lou Brooze wearing their straw hats. Three large newspaper ads were run by the concern plugging Breese, the Minnesota and the hats.

WITH RED SEAL

Koehler to be Booker at Exchange

Milwaukee, Wis.—Charles Koehler, formerly assistant manager of the local Fox exchange, has been named as booker at the local Red Seal exchange, succeeding Max Wiesner, who is manager of the Security Pictures exchange, opened here recently. The new addition to local film row is located in quarters formerly occupied by the Warner exchange.

Booth Fire

Milwaukee, Wis. — Approximately 800 feet of film burned when fire started in the projection room of the Grand Theatre, local neighborhood house operated by A. C. Gutenberg. The film operators, D. B. McKenzie and Arthur Wegner, succeeded in extinguishing the fire before the fire department arrived and further damage was prevented.

Add to Theatre

Menominee, Mich.—To provide more stage room and permit booking of road shows, if desired, an addition is being erected at the rear of the Lloyd Theatre of this city. It will be about twenty feet wide and will give an additional ten feet of room on the stage.

Report Interest

(Continued from page 3)

Jack De Mars, Benson, Minn; Bob Harper, Blackstone Theatre, New Rockford, Minn.; Fred Schnee, Unique Theatre, Litchfield, Minn.; Bonny Benfield, Strand Theatre, Morris, Minn.; George Schnee, Rialto Theatre, Painesville, Minn.; John Piller, Valley City, N. D.; Billy Benfield, Grand Theatre, Graceville, Minn., and Charles Closson, Green Theatre, Anoka, Minn.

"Exhibitors are more anxious than ever before to get an advance line on the various new products because of the crying need that is felt for outstanding pictures," says Ben Marcus, Minneapolis Columbia exchange manager. "There is keen competition to get the pick of the pictures. Times are such, according to the exhibitors, that outstanding attractions are necessary to draw large crowds. But all the exhibitors admit that the good pictures are still able to pull paying patronage."

Columbia mailed special invitations to all Northwest exhibitors to attend the roadshowing presentation of "Dirigible" at the Century Theatre, Minneapolis, this week, and an even larger number of visitors are anticipated this week than last.

POWER OF FILMS

Bert Lytell Gives His Opinions

Talking pictures are doing a good deal to keep English speech standards high, in the opinion of Bert Lytell, prominent screen star, who has been appearing in person with the Bainbridge dramatic stock company at the Shubert Theatre in Minneapolis.

Mr. Lytell, in an interview, also stated the belief that influence of American films are "ambassadors extraordinary to the world."

"Even the English are feeling the influence of the pictures made in Hollywood," said Lytell. "School boys in that country have allowed such stars as Tom Mix and Douglas Fairbanks to replace their national heroes. Even characteristic British clothes are disappearing. In London they are trying to dress as they dress in Hollywood."

"Laughing Sinners" will be the final title of Metro-Goldwyn-Mayer's newly completed picturization of Kenyon Nicholson's play, "Torch Song," which formerly bore the same title as the stage production. This is a Joan Crawford starring vehicle, directed by Harry Beaumont, with a supporting cast that includes Neil Hamilton, Clark Gable, Marjorie Rambeau, Cliff Edwards and George Marion.

Comedy's Influence

(Continued from page 3)

an actual necessity. Men and women harrassed by business and financial cares need them to off-set the effects of the depression.

As has been remarked frequently, a good comedy will redeem a program suffering from a poor feature and will strengthen one that boasts a strong main attraction. And this is truer today than ever before.

FILM POPULAR

"No More Children" Is Triangle Release

A. W. Nicoll, manager of Triangle Film Co., 70 Glenwood avenue, Minneapolis, reports that "No More Children" is proving a sensational box-office attraction in the territory.

Its initial Northwest showing occurred at the Diamond Theatre, Duluth, where it ran for eight days, being held over for an extra day (Sunday). Despite the fact that the theatre was handicapped by having a new front under construction for a new canopy, a record-breaking business was done. Even though patrons were compelled to walk through a scaffolding to enter the theatre, the crowds came in droves throughout the engagement.

"No More Children" has been booked in the Fox affiliated theatres and in many of the other leading houses on the West Coast, including Superba Theatre, San Diego, Cal., and the Ambassador Theatre, Hollywood. It played second run to big business at Warners' Egyptian Theatre, Hollywood, after a first run at the Florence Theatre, Pasadena.

START THRILLER

"Murder by the Clock" Under Way

Hollywood — "Murder by the Clock," an unusual type of production based on a novel by Rufus King, has just gone into production at the Paramount studios in Hollywood with a stellar cast under the direction of Edward Sloman. It has been adapted bl Bartlett Cormack. In the cast of "Murder by the Clock" are William Boyd, Lilyan Tashman, Regis Toomey, Sally O'Neil, James L. Crane, Charles Trowbridge, Martha Mattox and Charles D. Brown.

Greater Demand for Comedies Reported

The depression is creating an especially good demand for comedies, according to Harold Johnson, manager of the Minneapolis Educational exchange. At a time when pessimism and gloom seem to hold sway, the laugh provokers are filling an actual need, he points out.

"Exhibitors report to me that patrons are insisting more and more that programs include good comedies," says Mr. Johnson. "The cash customers say they want and need laughs. They assert that screen fun makes them forget their financial and other troubles, temporarily at least, providing a brief but welcome escape from the many depressings things of current every day life. Cheerful pictures are like a tonic for them."

As a result of the comparatively excellent market for comedies, Educational's "drive month" of May is going along at a highly satisfactory clip and the results promise at least to equal those of a year ago, Mr. Johnson says. Volume of business thus far has exceeded expectations.

Incidentally, Mr. Johnson avers that "The Ghost Parade," Sennett comedy going into the State (Publix) theatre for a Minneapolis loop first run the week of May 29 is "one of the funniest comedies ever produced and is certain to prove a wow over the entire territory.' Another Educational release, "A Fowl Affair," with all fowl comedy actors, is proving a veritable sensation in the territory.

DIETRICH'S NEXT

"Lady of the Lions" Is Selected

Hollywood — Marlene Dietrich's next picture, to go into production shortly, will be "The Lady of the Lions". Selection of this story of the European theatre has just been made at the Paramount West Coast studios. Josef von Sternberg, who directed Miss Dietrich's three previous successful roles in "Dishonored," "Morocco" and "The Blue Angel," will direct the picture.

GROUP BUYING

Steffes Reported to be Behind Move

Group buying is under consideration by a number of Twin City independent exhibitors. W. A. Steffes, manager of the Northwest Allied unit, is one of the prime movers in the proposed plan. In a bulletin to Allied members, he says that exhibitors readily can realize that they can get better picture deals by buying as a group instead of as individuals. In the same bulletin, he states that he doesn't think business is going entirely to the "bow-wows" during the present depression, but he warns that many exhibitors will find themselves forced out of existence unless they use more discretion in picture buying.

FEELING SLUMP

But Show Business Is Better Than Others

Business in the Twin Cities and throughout the territory is considerably off, according to a MOVIE AGE survey. For the first time since the start of the depression two years ago, showhouses are starting to feel the hard times, it is indicated.

At that, however, circuit officials and independent exhibitors make it clear that the theatrical business is holding up much better than most lines of trade. Even where losses are being experienced ,they, for the most part, are comparatively small in amount, the survey shows.

In Minneapolis and St. Paul, the KKO Orpheums and several of the leading Publix houses continue to operate on a profitable basis. Most of the Publix houses outside the Twin Cities are running considerably behind a year ago, but the aggregate results, while unsatisfactory, do not involve heavy losses on the average week in and week out.

Independent exhibitors also are complaining about slipping grosses but the losses thus far have been kept within a reasonable limit.

Cutting of prices, which has been general throughout the territory during recent weeks, has not helped the situation any thus far, MOVIE AGE learns. Weak pictures still are unable to attract profitable patronage at the reduced admissions, while the strong attractions, which did well before the cuts, are unable to improve their previous box-office performances.

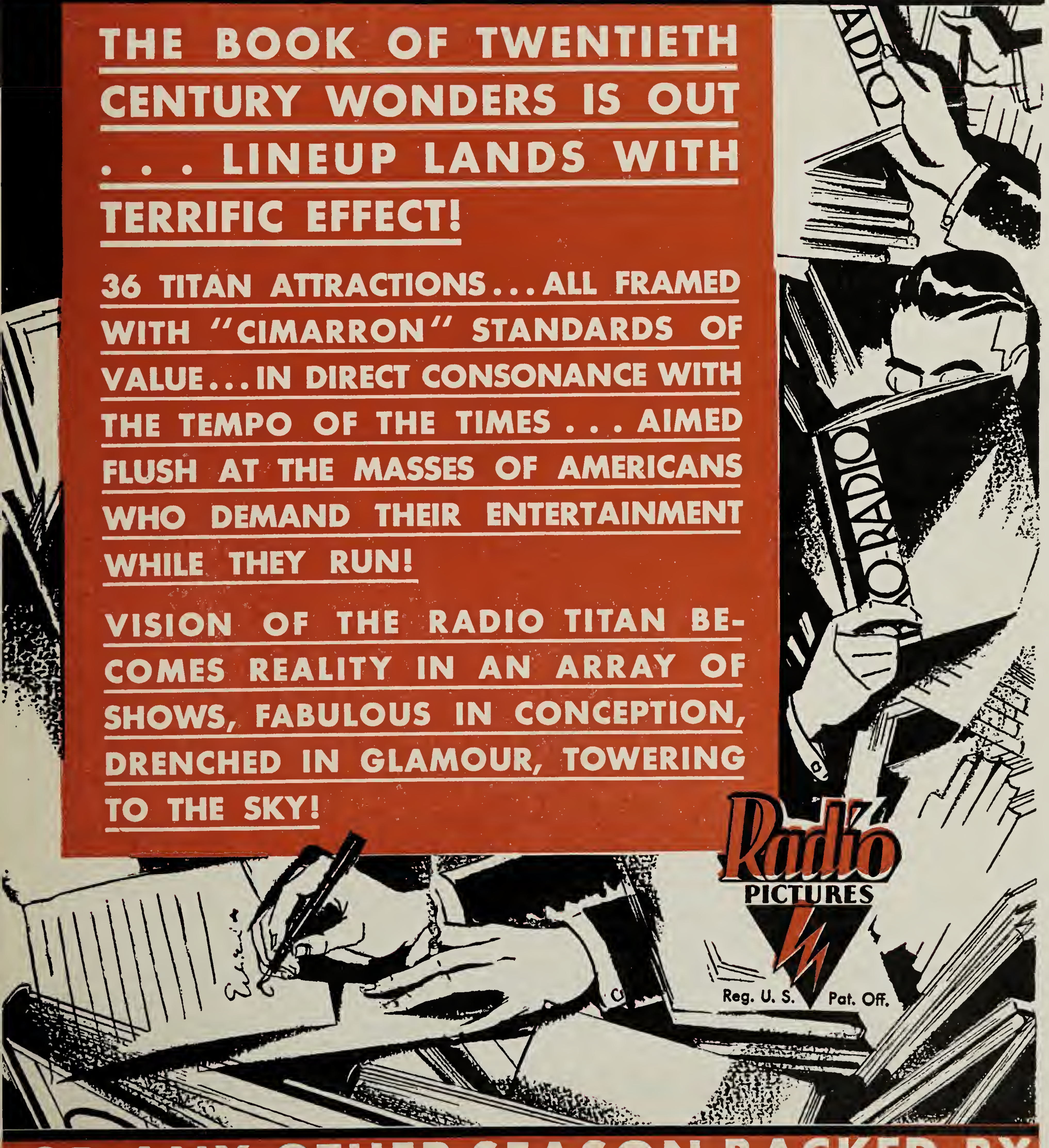
The 5,000th domestic Western Electric installation was completed last week by Electrical Research Products at the Stillwell Theatre, Brooklyn, N. Y.

RKO-RADIO STORMS

MOST PRACTICAL SHOW BUY OF THIS

THE MOST STUPENDOUS ADVERTISING

SHOW WORLD IN VICTORY SMASH



THE BOOK OF TWENTIETH CENTURY WONDERS IS OUT . . . LINEUP LANDS WITH TERRIFIC EFFECT!

36 TITAN ATTRACTIONS . . . ALL FRAMED WITH "CIMARRON" STANDARDS OF VALUE . . . IN DIRECT CONSONANCE WITH THE TEMPO OF THE TIMES . . . AIMED FLUSH AT THE MASSES OF AMERICANS WHO DEMAND THEIR ENTERTAINMENT WHILE THEY RUN!

VISION OF THE RADIO TITAN BECOMES REALITY IN AN ARRAY OF SHOWS, FABULOUS IN CONCEPTION, DRENCHED IN GLAMOUR, TOWERING TO THE SKY!

Radio
PICTURES
Reg. U. S. Pat. Off.

OR ANY OTHER SEASON BACKED BY CAMPAIGNS EVER CONCEIVED . . .

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.
NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

Trade Practices are Studied

By Government; to Determine if Agreements Made in 1927 Are Being Kept.

Washington—The Federal Trade Commission's investigation on film trade practices is being studied here by Federal authorities to determine the body's procedure in the situation. The investigation which is said to be under way is an effort to find out if the agreements made at the Trade Practice Conference in 1927 were being kept. How far the government has advanced in the investigation of the commission's report is not known but it is reported generally that an announcement will be made shortly.

The recent study on the part of the commission was concentrated in the New York territory, although the reports from other centers are being studied closely. Block booking and the tying-in of features and shorts were the principal matters for investigation and the commission endeavored to determine if block booking of a coercive nature was being resorted to.

Exhibitor leaders were asked by the commission if there was evidence "to show that the practice of block booking is indulged in by all the distributing companies as the result of an agreement between them" and "whether the compulsion to block book is the result of the distributors' take-all-or-none attitude alone or whether the coercion or compulsion is also due to the use of threats, external pressure or other methods which would be considered unfair."

PLAN DUAL BILL CAMPAIGN

To Discourage Theatre Men From Adopting Policy; to Concentrate on Independents.

New York—Major distributing organizations plan a campaign to stress to exhibitors the fallacy of double bill policies. So far only one concern has announced that it will not permit double feature contracts on the new program, but in most cases compulsion will not be exercised. Efforts are to be made through the sales forces to convince theatre owners and managers that the theory is wrong and to discourage them from the policy.

Distributors point out that during the new season there will not be sufficient product to permit double feature policies on a large scale. The educational campaign will be concentrated on the independent houses as the distributors believe those theatres have adopted the plan more extensively than the affiliated theatres.

Sponsored Shorts Exit

As Paramount Decides to Drop Them; Warners to Make Them on Orders Only.

New York — Sponsored short subjects may make an exit as quickly as they entered the motion picture field, according to reports here. It was reported last week that Paramount has decided to drop the production and distribution of advertising reels.

Warner Bros. will make screen ad subjects only for those companies that wish them, but Warners will not solicit the business, according to Sam Morris. Warner houses will play only sponsored reels produced by the Warner organization, Morris said.

The move of Paramount and Warner Bros. in regard to advertising reels is interpreted by The Film Daily, which published the first story on the subject, to mean that the two major producers of sponsored shorts are slowly easing out of the advertising field. Unfavorable reaction on the part of the public and newspapers is given as a reason for the sudden attitude toward this type of short subjects. Leading film executives also attacked the policy.

"TORCHY" AGAIN

C. C. Burr to Make New Series

Hollywood — Torchy is coming back to the screen. C. C. Burr, who made the original series of Torchy Comedies, based on the popular Sewell Ford stories, for Educational, is announced as producer of a new Torchy series to be released by Educational as part of its program of fifty-two two-reel comedies.

Ray Cooke, juvenile comedian who came to Hollywood some two years ago, and who has scored in a number of features and several short comedies, has been signed for the lead in the new Torchy series, which will consist of six two-reel comedies.

In the early Torchy Comedies, Johnny Hines, and Dorothy Mackaill played the leads, each subsequently rising to starring heights in feature pictures.

RENO COMEDY

Wheeler and Woolsey to Star in Feature

Hollywood—Reno, Nevada, citadel of the world's most efficient divorce mill, is the basis of the next Bert Wheeler and Robert Woolsey co-starring picture, William LeBaron, vice-president in charge of Radio Pictures, announces. The story, an original by Timothy Whalen, tentatively called "Six Weeks in Reno," will be a burlesque of marital freedom seekers and the world-famous matrimonial white spot. No director has been chosen, but Louis Sarecky will supervise. Production will follow "Full of Notions," current Wheeler-Woolsey opus.

74 Westerns

New York—At least 74 features with western backgrounds will appear on the 1931-32 program, according to a survey by The Film Daily. More may be added to current schedules. More than one-half of the westerns will be made by independent producers, the checkup reveals.

Appointed Sec'y.

Hollywood—The designation of Lester Cowan as executive secretary of the Academy of Motion Picture Arts and Sciences was announced last week. This action was taken by the Academy board of directors at its last meeting.

Readjustment Needed Harold Franklin Says

New York—The motion picture industry needs a readjustment in its economic structure, Harold B. Franklin said last week in a newspaper interview, just before leaving for Dallas where he conducted a Hughes-Franklin convention.

Restoring the film business to a sensible basis to meet present conditions must start in production with negative costs coming down, he said. Although price cutting is a bad practice, Franklin pointed out that in some towns it is necessary where wages of the fans have been reduced. The success of motion pictures as mass entertainment has been partly due to the fact that it always has been within the pocketbook means of the average person, he said.

General television broadcasting is at least a year away, Franklin said, and added that it will be several years before it will have any effect on motion pictures. Radio cut into picture grosses when radio was new, and Franklin declared there was a possibility of television doing the same thing, but that the influence on attendance would not be permanent.

Make "Interlude"

New York—Confirmation comes from Metro-Goldwyn-Mayer of the report that "Strange Interlude" will appear on its production schedule for the coming year. The adaptation of Eugene O'Neill's nine-act play will be prepared in the near future.

Sign Writers

Hollywood—Johnny Grey and Monty Collins, comedy scribes, were signed last week by Louis Brock, producer of short subjects for Radio Pictures, to write the first Clark and McCullough "Headliner" story. The internationally known revue stars are en route to Hollywood to appear in three two-reel comedies for Radio. Mark Sandrich will direct.

U News June 1

New York—The first issue of the new Universal-Chicago Daily News talking reporter newsreel will be released June 1. Sam Jacobson will continue as editor-in-chief with Graham McNamee doing the talking.

Columbia Plans Three Regional Conventions

New York—Plans for the three regional sales conventions to be held by Columbia Pictures the end of May have been announced. The conventions which will mark the greatest sales gathering in the company's history will consume three days each and consist of six sessions. The first gathering will take place at the Park Central Hotel in New York on May 27, 28 and 29. From there the home office executives will move to the Congress Hotel in Chicago where the Middle Western and Southern representatives will gather for a session on May 31, June 1 and 2. The final convention will take place at the Roosevelt Hotel in Hollywood on June 6, 7 and 8.

One of the important features of the three sessions will be the formal announcement of Columbia's 1931-32 program which is the most pretentious ever to be offered by the company. During the next season Columbia will present an impressive line-up consisting of 26 major productions, 104 shorts and 2 series of westerns, one of which will consist of 8 Buck Jones outdoor dramas.

BIG 4 PROGRAM

Exchange Men to Pass on Story Material

New York—Big 4 is hard at work on a carefully planned program for the season 1931-1932.

With westerns, melodramas and wholesome action films which meet the requirements of the whole family gaining by leaps and bounds, Big 4 proposes to go ahead with care in selecting pictures of this type exclusively. The decision has been made from a reflection of public taste in picture grosses.

For the series of twelve all-star Westerns the plots will be "alternating." This will lift from a highly specialized field the danger of too great similarity. An advisory committee composed of affiliated exchangemen is being formed to pass upon stories and stars to insure the fulfillment of exhibitor requirements. In this way quality and quantity are successfully combined. Titles and casts will be announced as soon as they are definitely set and information obtained from John R. Freuler, president of the company, assures a speedy selection of material.

Paul Muni has been selected by Howard Hughes for the leading role in "Scarface," the forthcoming underworld thriller by Armitage Trail.

New Projector

New York—General Theatre Equipment Corporation has developed a new projector, geared to use film anywhere between 35 to 70 mms. wide. An easily handled gear shift makes the required change. It is believed by General Theatre Equipment that the new projector will meet the wide film question even if the producers fail to agree on a standard size.

COMPLETES GROUP

Fox Finishes All 1931-32 Productions

Hollywood—Fox Film Corporation has completed all the pictures on its 1930-31 schedule which extends into the latter part of July, has finished two on the 1931-1932 program, and now has five productions in work at the Beverly Hills studio.

The productions completed and ready for release during the next two months are "Women of All Nations," "Daddy Long Legs," "Goldie," "Hush Money," "The Black Camel" and "Always Goodbye."

Twenty-Six 2-Reelers From Mack Sennett

Hollywood — Mack Sennett's program of twenty-six two-reel comedies for Educational for next season will include a group of eight special Andy Clyde starring comedies, a series of six Mack Sennett Featurettes; and twelve standard Sennetts to be released under the brand name of Mack Sennett Comedies.

In his sympathetic character of "Pop Martin," Clyde achieved wide popularity in the Sennett comedies in which he has been appearing during the past two years.

The Mack Sennett Featurettes will consist of six two-reelers, and will emulate in story interest, name, power and production value, such outstanding comedy successes as Sennett's "Match Play," "He Trumped Her Ace," "A Hollywood Theme Song," etc. In every feature except length, these Featurettes are to be identical with class feature pictures, according to plans.

The series of twelve Mack Sennett Comedies is to be a highly diversified group of laughmakers, in talent and subject matter. In this series the comedy producer will feature such popular players as Harry Gribbon, Patsy O'Leary, etc. Marion Sayers whom Sennett "discovered" at Tia Juana, and in whom he sees stellar potentialities, has also been signed for this series. She will be prominently featured.

Mr. Sennett will also continue his policy of signing important comedians for individual pictures, a policy which has proven highly satisfactory in the two years that he has been producing talking comedies for Educational.

WITH PARAMOUNT

Wm. De Mille Returns to "Old Home"

Hollywood—William C. De Mille has just signed a new long-term directorial contract with Paramount. This will bring him back to the company with which he started nearly 18 years ago, and for which he produced such memorable productions as "Clarence," starring Wallace Reid, "Conrad in Quest of His Youth," starring Thomas Meighan, and "What Every Woman Knows," starring Lois Wilson.

"U" Title Change

Hollywood — Money seems to have lost its sting as a box-office title. Universal is changing the title of "Mother's Millions," the play by Howard McKent Barnes, to "The She-Wolf of Wall Street."

CARNERA FILM

Picture to be Ready at Right Time

New York—The Vitaphone Corporation, which last week completed editing and cutting of "The Bigger They Are," its two-reel comedy novelty starring Primo Carnera, Italian heavyweight contender for the world's championship, is rushing work on that short so that prints will be in all its exchanges in time for exhibitors to take advantage of the present interest in Carnera to show the film before his fight with Jack Sharkey at Ebbett's Field, Brooklyn, N. Y., on June 10. Prints are being made and will be sent by fast express and air mail to all exchanges.

In addition to the appeal to the curiosity of fight fans and the reading public, Primo's first talking picture is first rate entertainment. There is good comedy in the story built around the Man Mountain's gigantic size, and novelty in the manner in which it is presented. The heavyweight contender is introduced as a bum in a flop house with his companion, Little Billy, the midget, and then as a successful prize fighter in demand at social and charity functions. He is seen punching the bag, shadow-boxing, skipping the rope, dancing and in an exhibition of boxing with his sparing partner, Jimmy Darling. "The Bigger They Are" is timely to the minute and is released at the psychological moment for exhibitors to cash in on it.

Title Changes

Hollywood — Two changes of titles are announced by Metro-Goldwyn-Mayer. Joan Crawford's new starring film, formerly called "Girls Together," will be relased as "This Modern Age," while Ramon Novarro's new film which had been known as the "The Son of the Rajah," is re-titled "Son of India."

YOU CANNOT BEAT THIS COMBINATION
SUPERIOR QUALITY
AND GREAT SAVING
SUN-ARC Projector Carbons
UNSURPASSED FOR
BRILLIANCE — DEPTH — DEFINITION

SOLD BY
QUALITY THEATRE SUPPLY CO.
1518 Davenport St., Omaha, Nebr.
DES MOINES THEATRE SUPPLY CO.
922 W. Grand Ave., Des Moines, Ia.
AMERICAN THEATRE SUPPLY CO.
320 So. Phillips Ave., Sioux Falls, S. D.

CARBON PRODUCTS, INC. — IMPORTERS
8 Beach St. New York, N. Y.

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Gets Motor Car Men to Give Away Auto

GEORGE LANGNESS, manager of the Paramount Theatre, St. Cloud, Minn., pulled off one of the niftiest exploitation tie-ups witnessed in the territory for some time when he induced 24 Chevrolet dealers in St. Cloud and vicinity to contribute a new automobile to be given away by his theatre.

Chances on the car were given away with every ault theatre ticket purchased during a four-week period. The 24 dealers distributed plenty of publicity in their stores and garages, advertising the house and its attractions. They also carried banners on their demonstrators, calling attention to the gift. The event was advertised by them in the newspapers as well.

On the day of the drawing, the dealers cooperated in a big Chevrolet parade through St. Cloud and adjoining towns. All cars carried banners announcing the lucky ticket holder would receive a car at the theatre that night. In order to receive the gift the holder had to be present in the theatre, lobby or street outside the showhouse.

The theatre was packed to capacity at 7 p. m. on the eventful night and the huge crowd overflowed the large lobby and into the street. The drawing took place on the stage. One of the town's ex-mayors acted as master of ceremonies and drew the number.

Langness also promoted a set of four tires and auto trunk as gifts and these were given away during the week preceding the drawing for the car.

This Theatre Has a Hostess

BOB GARY, manager of the Paramount Theatre in Omaha, is successfully working the hostess idea in connection with the theatre. The idea is adaptable to the smaller towns, especially if the hostess employed is well known.

At the Paramount the hostess solicits theatre parties, offering choice reserved seats on the main floor to groups of six persons or more. The girl watches announcements of coming bridge parties and luncheons and contracts the persons giving the parties, suggesting that a theatre party follow the affairs.

A year or so ago an exhibitor in a town of 3,000 population informed this publication that he had used the hostess idea with success. The girl solicited patrons from nearby towns as well as in her own town. New fans were obtained in this way and more people got the habit of coming to the theatre.

CLARA'S NEXT

"Manhandled" Script Is Being Prepared

Hollywood—Preparation of the script of "Manhandled," which will serve as the next vehicle for Clara Bow, has started at the Paramount Hollywood studios, it is announced by B. P. Schulberg, managing director of West Coast production.

SEZ HY DAAB:

(And He's Right!)

Showmen the world over are at last fully awake to the tremendous power of that invincible weapon of merchandising—advertising.

This will be an advertising year.

Keen, shrewd, militant advertising, backing up productions worthy of the effort and the money spent upon them, will engross more than ever the attention of the big minds in the industry.

The dynamic young showmen of this industry will be given vital backing in this respect.

This will be a year of inspiration to the showmen of the industry eager and keen to serve, confident of their powers to establish new records for accomplishment, new highs for their box offices.

AD - it - orial

The Theatre Has To Fight!

By William Jacobs

THE time has come when the theatre has to fight for its share of the depression dollar.

Placing the entire responsibility of each theatre in the hands of men with the natural ability of selling is the vital action toward getting profits during the present unprofitable period; men who are really gifted in the knack of rousing, moving and bringing people to the theatre; men who sincerely, enthusiastically and thoughtfully carry forth ideas that register.

Not men who write glowing reports. Not men who play on home office officials' vanity. Not men who talk and don't act. Not men who use tieups with only the thought of giving them an opportunity for flashy photos to send the boss. Not men who put over "fast ones" on merchants or newspapers.

But men, real honest to goodness men who think and plan their campaigns ahead; who use the right idea at the right time; who know the value of an idea or an angle, who realize the importance of selling angles, who consider the possibiities of each picture or program offer in appealing to various types of audiences, who are ever alert to capitalize on events, personalities and holidays. And above all who wisely and shrewdly consider the value of each advertising dollar.

Placing this type of men at the wheel of the theatres journeying blindly through the wilderness of unprofitable receipts will soon bring them back again to the land of profits.

What the theatre needs now is to build thorough, thoughtful and powerful seat-filling organizations.

If the theatre's biggest problem today is to get its share of the depression dollar, then organized effort with an ample budget behind advertising and selling is the solution; not merely passing it off by saying, "Times are hard, let's cut it down. We'll do just as well if we spend less."

"PENROD" CAST

Players Selected for Tarkington Story

Hollywood—The cast of "Penrod and Sam," the Booth Tarkington favorite which First National is producing, is headed by Leon Janney, who appeared in "Father's Son," and Junior Coghlan, and the rest of the cast is as follows: Georgie, Billy Lord; Rodney, Nestor Aber; Mrs. Schofield, Dorothy Peterson; Mr. Scofield, Matt Moore; Mrs. Bassett, Zasu Pitts; Mr. Bassett, Johnny Arthur; Marjorie, Margaret Marquis; Mr. Bitts, Charles Sellon; Mr. Williams, Wade Boteler; Verman, Robert Dandridge; Margaret Schofield, Gladys Ford; Delia, Gertrude Howard. The cast also includes a number of youngsters who have less important parts in the picture. William Beaudine, assisted by Russ Saunders, is directing.

Public Taste is Changing, Kent Points Out

New York — Public taste in screen entertainment is swinging from the extreme of sophistication to that of clean, healthy, down-to-earth subjects, in the opinion of S. R. Kent, vice-president of the Paramount Publix Corporation.

"The public is demanding that its entertainment have a wholesome treatment," Kent asserted recently in outlining the trend which Paramount will follow during its 1931-32 production schedule.

"Sex subjects always will be treated in entertainment because that is life, but there is a right and wrong way of presenting it and film patrons are insisting upon the former.

"Religious pictures or those with a religious appeal, such as 'The Christian,' will be successful in the immediate future.

"Gangster subjects will meet with public disfavor because the nation is tired of that phase of life. The screen has overplayed the underworld, just as has the press.

"Today's trend in public taste is explained by the simple fact that when entertainment reaches one extreme, it always swings radically to the other extreme. That is the condition today.

"Heart interest instead of gunplay is the public cry. Comedy will always remain popular if it is excellent and clean. Outdoor action will succeed if it follows a gripping story instead of mere gun fights against a beautiful setting.

"Unhappy endings are wanted only in moderation and not as a steady diet. There are a few stars such as Marlene Dietrich and Greta Garbo who will remain favorites in tragedy, but such cases are few.

"The screen's greatest need today is for more stories of all types and the development of more great writers of the new talking screen technique, which differs greatly from both the stage and the silent picture.

"Many of our present plays and novels cannot be used because they are too strong for the screen.

"There is only one thing greater than personalities and that is a great story. The latter always cultivates the former. For that reason the entire industry now is seeking and developing new talent. Paramount has more such players than ever before in its history."

3 FOR HUGHES

Producer Announces His Story Material

Hollywood — Howard Hughes will embark on three new film enterprises.

After many months of research and preparation, the producer of Hell's Angels," "The Front Page," and other entertainment, has three brilliant story-properties which he will place into production within the next 30 days.

They are "Ground Hogs," an original aviation comedy; "The Age for Love," a modern romantic-drama starring Billie Dove, and "Scarface," a gangster melodrama.

Hecht Signed

Hollywood—Ben Hecht has been retained by Howard Hughes to polish off the dialogue for "Queer People," the much-talked-about story of Hollywood which Carroll and Garrett Graham authored, and which Leo McCarey will direct. Hecht, co-author of "The Front Page," will turn his typewriter on "Queer People" as soon as he completes the dialogue for "Scarface," underworld melodrama which Howard Hawks will direct for the Caddo Company.

TIGER HUNT

Scenes to be Used in Paramount Pictures

Hollywood—Ernest B. Schoedsack, adventurer and motion picture producer known for his work on such successful film undertakings as "Chang," "The Four Feathers" and "Rango," will leave Hollywood on July 1 at the head of an expedition that will penetrate the wilderness of India to film with sound cameras a Bengal tiger hunt for Paramount's audible picturization of "The Lives of a Bengal Lancer".

In this production, which calls for one of the most distant and difficult location trips in the history of motion pictures, Clive Brook and Phillips Holmes will play the two chief dramatic roles. This marks Brook's second connection with Schoedsack's work, as he was in "The Four Feathers".

Opposite Keaton

Hollywood — Anita Page has been given the feminine lead in Buster Keaton's new Metro-Goldwyn-Mayer starring film, "Sidewalks of New York," which went into production last week at the coast.

M-G-M ADDS 10

All Will Be Ready Before August

Hollywood — Metro - Goldwyn - Mayer's revised release schedule includes ten feature productions definitely scheduled for release between May 30 and August, the date that marks the end of the current season and the beginning of the new one.

Joan Crawford's new starring film is "This Modern Age," directed by Nicholas Grinde. This is a May 30 release and is an adaptation of the College Humor serial by Mildred Cram.

Marion Davies' new starring picture, "Five and Ten," is the seventh picture in which Miss Davies has been directed by Robert Z. Leonard.

William Haines' new starring film, a June release is called "Just a Gigolo," and was directed by Jack Conway.

"A Free Soul" is a picture which Norma Shearer completed before leaving the studio on her present European trip.

"The Great Lover," a June release, has in its cast Adolphe Menjou, Neil Hamilton, Irene Dunn, Olga Baclanova, Ernest Torrence and Cliff Edwards.

The new Marie Dressler-Polly Moran laugh-provoker is called "Politics" and is an original story for the screen.

"Horseflesh" is the title of the Kentucky racing drama which will be a July M-G-M release.

Buster Keaton's new starring picture "Sidewalks of New York" is being directed by the two men who have made a highly successful series of all-talking dog comedies—Jules White and Zion Myers.

Another July release is Ramon Novarro's "Son of India."

"The Man in Possession" is Robert Montgomery's new starring film and is tentatively scheduled for August release.

AGAINST ADS

Nicholas Schenck Hits Commercial Screen

New York — Denouncing commercial advertising on the motion picture screen as being unfair to audiences, Nicholas M. Schenck, president of Loew's, Inc., operating hundreds of theatres in this and foreign countries, last week issued an official statement that his theatres would continue to refuse screen advertising. As president also of Metro-Goldwyn-Mayer, one of the leading producing companies, Mr. Schenck said that his studios would not produce films subsidized by commercial advertisers.

RADIO'S EIGHT

Busy Summer For RKO Studios

Hollywood—With eight productions in the process of screen transition, and as many being prepared for early screening, it looks like a busy summer for Radio Pictures studio. The eight include "Helga," featuring Betty Compson, Conrad Nagel and Robert Ames, and "Nuit d'Espagne," featuring Jeanne Helbling (in cutting room); "The Reckoner," Richard Dix's vehicle; "Nancy's Private Affair," starring Mary Astor; "Full of Notions," co-starring Robert Woolsey and Bert Wheeler (shooting), and "Strang Women," "The Sphinx Has Spoken" and "Fanny Foley Herself," set for rehearsal this week. Among those preparing are "Six Weeks in "Reno," "Consolation Marriage," "Are Those Our Children?" "Should Wives Work?" "Girl Crazy," "Frontier," "The Dove," "All at Sea," and "Pent-House."

NEW CARTOON

"Scrappy" to be Released by Columbia

New York—To add diversity to what has been called the most novel lineup of shorts in the industry, Columbia Pictures announces that it has acquired for distribution during 1931-32 an unusual animated cartoon called "Scrappy." Produced by Charles Mintz, creator of Krazy Kat for the screen, the new cartoon, which will be offered in a series of 13 single reels, introduces an entirely new angle in the animated field. Instead of the usual animal characters, featured in the current cartoon, the central figure will be a mischievous little boy "Scrappy." Most of the comedy will be pantomime, but interpolated dialogue, music and sound effects will play an important part in the short.

SELECT DIX STORY

"Homecoming" Will Be Star's Next Picture

Hollywood—Richard Dix's next Radio Pictures starring vehicle is set. William LeBaron, vice-president in charge of production, has announced that the star would appear in "The Homecoming," an original story by Bernard Schubert, playwright. The story is laid in Shanghai and San Francisco before the fire and deals with a physical brute of a man with the soul of an artist—a vigorous type of characterization. Schubert wrote the script of "The Reckoner," Dix's current picture.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . . EXHIBITORS THEMSELVES

COLUMBIA

The Fighting Sheriff, Buck Jones—Jones brings them in. This one is about on a par with his others.—J. R. Ullman, Orpheum, Ada, Minn.

The Last Parade, Jack Holt—My patrons all liked this one as they all like Jack Holt. A good picture.—J. M. Black, New, Cherryville, N. C.

Desert Vengeance, Buck Jones—Play this if your patrons like Buck, for he knows how to put 'em over.—J. M. Black, New, Cherryville, N. C.

FOX

Man Who Came Back, Chas. Farrell, Janet Gaynor—Just fair. A type of picture not suited to these stars.—George G. Baker, Strand, Britton, South Dakota.

Just Imagine, El Brendel—Very good. A little different from average run of pictures.—George G. Baker, Strand, Britton, S. D.

Girls Demand Excitement — A mighty thin plot. Studious boys plot to keep girls out of their college. However, the girls play sex appeal on them in a deciding basket ball game and the boys lose. However, believe it or not, it went over in great style and pleased practically 100 per cent.—J. W. Crabtree, Metro, Clarendon, Ark.

Not Exactly Gentlemen — Poor title with worse advertising. The 11 x 14's on this are exceptionally poor. But anyhow I had a good crowd on it and the picture pleased immensely. It has a "land opening" rush that is certainly impressive. The picture ends up satisfactorily with intense action up to the last. Get 'em in somehow on this picture for it will sure please.—J. W. Crabtree, Clarendon, Ark.

M-G-M

Gentlemen's Fate, John Gilbert—Good acting by everyone makes this an interesting picture.—J. R. Ullman, Orpheum, Ada, Minn.

The Prodigal, Lawrence Tibbett.—A great show with some good singing. Had many compliments on this one.—J. R. Ullman, Orpheum, Ada, Minn.

Parlor, Bedroom and Bath, Buster Keaton—A good comedy except the last reel or two. Too much silly love making.—J. R. Ullman, Orpheum, Ada, Minn.

Men of the North — Played this Saturday night as I thought it would be good Saturday type picture. However, it was a mighty poor production. Had a terrible avalanche in the picture. It would have taken a tom cat about two minutes to have gotten out of it. Pleased about 30 per cent.—J. W. Crabtree, Metro, Clarendon, Ark.

PARAMOUNT

Anybody's War, Moran & Mack—Fair business but not a picture that will repeat second night—Gatie Black, Liberty, Red Rock, Tex.

Santa Fe Trail, Richard Arlen—Eugene Pallette always brings any picture out of the hole. Extra good.—Gatie Black, Liberty, Red Rock, Tex.

Follow Through, Charles Rogers—This picture pleased our customers better than any picture we have run to date. Sound extra good on disc.—Gatie Black, Liberty, Red Rock, Tex.

Fighting Caravans, Gary Cooper—This picture will please any western fan and most of the others. Business was not what it should have been because of the depression.—Gatie Black, Liberty, Red Rock, Tex.

RKO-PATHE

Lonely Wives, Edward E. Horton—An extra good comedy. Plenty of laughs. Good supporting cast. Play it.—J. M. Black, New, Cherryville, N. C.

RADIO

Millie, Helen Twelvetrees—Very fine picture that pleased.—George Baker, Britton, S. D.

Cimarron, Richard Dix—One of the best pictures of the year. A sure-fire box office picture.—Geo. Baker, Strand, Britton, S. D.

Bachelor Apartment, Lowell Sherman—A very fine picture. Sherman a star.—George G. Baker, Strand, Britton, So. Dak.

Kept Husband—A very good evening's entertainment. — George G. Baker, Strand, Britton, So. Dak.

STATE RIGHTS

The White Renegade — Very good.—S. Hayashino, Lincoln Theatre, Stockton, Calif.

Chiselers of Hollywood — A fair picture. — S. Hayashino, Lincoln Theatre, Stockton, Calif.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____

Star ____________________ **Producer** ____________________

Business and Comment: ____

____

____________________ **Weather:** ____________________

Title ____

Star ____________________ **Producer** ____________________

Business and Comment: ____

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

NOTICE

TO THE TRADE!

Exhibitors throughout the United States made money in playing Columbia pictures. There isn't a showman who can honestly say that he hasn't done far better with Columbia than any other product. And Mr. Exhibitor we can promise you that the future is as bright for those wise exhibitors who continue to follow the path of prosperity with Columbia. This is ONE company that has never disappointed you with stars, directors or stories.

●

LET PAST PERFORMANCES GUIDE YOU

To Properly Sell Films It Is Necessary to Make Use of

NEW MERCHANDISING METHODS

Says JOE BRANDT

WITH talking pictures no longer a novelty and competition among the small exhibitors as keen as among the large circuits, new merchandising methods and greater selling effort is needed to bring the public into the theatre today, than ever before. Pictures have become a commodity as well as an entertainment and as such must be handled in the same way as any other merchandise in order to insure adequate returns.

The old ballyhoo has given way to the highly specialized methods of advertising and exploitation of Big Business. Take the department store for an example. A bargain may lie for months on the counter, prominently displayed under the public's eye, but it does not become a bargain to the customer until it is forcibly brought to his attention by advertising in the newspapers, by circulars or by signs. In a similar manner great pictures may play to empty seats unless the exhibitor brings them forcefully to the attention of his potential audience.

Eternal Force Needed

So numerous are the attractions demanding the time of his community, that a showman cannot leave the choice of his particular type of entertainment to chance. He must control the choice by the influence of a positive external force. The radio, lectures, clubs, the stage, miniature athletic developments, all tend to draw away his trade. It is true that he now offers better film productions than ever and that pictures are the ideal popular entertainment. But though his success is obviously preordained he must realize that his competition is not negligible. The average citizen must be led to his theatre. If left alone the chances are that he will choose some other attraction or stay at home. If he does go to the movies he may not choose your theatre. He must, therefore, be led to your box office by judicious advertising and exploitation.

The smaller exhibitor has never before had as great an opportunity to build up his business as the present day offers. He is on a closer personal footing with the people of his community. Unfortunately many a showman fails to realize the importance of advertising and regards it as an item of unnecessary expense or a necessary evil.

Suppose we look at it this way. Advertising instead of being an expense is an investment which, if carefully used, will return many times the initial outlay in box office receipts. Many showmen are wont to consider a picture sufficiently publicized by the marquee lights and an elaborate lobby display. They forget that such exploitation at its best can reach only the people who happen to pass the theatre. The rest of the community—all potential patrons—are left completely in the dark, whereas for a negligible charge such an exhibitor can secure sufficient exploitation material from his distributor to blanket the community. In this way, with outdoor displays, posted at a distance from the theatre, with tabloids, heralds and similar advertising novelties distributed in the neighborhood houses, and other exploitation methods more fully discussed later in the article, a strong bid can be made for the patronage of every person in the district.

A thought that seldom occurs to the exhibitor is that in spite of any business depression that may exist in the town, good business comes to his theatre when he has good pictures properly merchandised. When a production does not go across, the fault in the majority of cases does not lie with the feature but with the exhibitor because he failed to sell his attraction to his prospective customers.

Too many exhibitors try to see how little advertising they can get away with. This is just as foolish as covering a $10,000 home with a $500 fire insurance policy. The only person such a shortsighted individual fools is himself.

The history of this industry contains many examples of pictures that were considered great only because the advertising back of them made them great, whereas many potential box office bets "laid eggs" because no advertising was put in back of them. Too many exhibitors will get back of a picture only when it has cost them a lot of money and because they want to insure their investment, whereas other product, equally good in quality has been allowed to die merely because the exhibitor didn't have to hock his coat and vest in order to get money enough to pay the prices demanded for it.

Today more than ever Columbia surrounds each one of its productions with every possible selling aid. It has always been the company's policy to work hand in hand with the exhibitor in helping him put the picture over and in devising new methods of merchandising his product. A permanent staff of exploiteers paves the way for a ready-made audience. While it is obviously impossible to provide every exhibitor with an exploiteer, work done by these men in key centers attracts such great attention that the subsequent run exhibitor throughout the territory obtains direct benefit.

It is no idle boast too that Columbia pictures are surrounded by the widest line of novelties in the industry. Although we have had to stand an increase in price of our accessories, it was not passed on to the exhibitor. Our attitude has always been to do everything we could to encourage showmen to use enough advertising on each picture to insure its making money for them. That, to us, is of supreme importance, because if theatres prosper with Columbia product, they will be satisfied users and will keep on buying Columbia product.

In line with this policy Columbia is now developing a hardly touched field of exploitation, reaching almost the entire American audience through its shopping mediums and that is, the tie-up stills. It has awakened the exhibitor to the realization that he is no longer sufficient unto himself, but that he needs the co-operation of every business man in his community. He can get this co-operation by using the exploitation material which Columbia has pioneered in this industry. Grocers for example, will be glad to display the tie-up stills and mounts which not only advertise the pictures, stars and theatre, but also advertise the merchandise which they have to sell. The same is true of innumerable lines of business which we have tied up with our pictures. In this way both the exhibitor and the merchant benefit.

A Good Example

A forceful illustration of what advertising really can do recently occurred in a certain town in the South, and because one of our pictures was involved, it was of tremendous interest to me when I listened to the story told by the exhibitor in question. A little over a year ago, a man who had no previous experience in this business, invested his money in an abandoned theatre. He had been a newspaper and advertising man. Perhaps it was this lack of experience which caused him to venture in where others feared to tread, because his opposition was a powerful circuit that had erected a beautiful theatre. This circuit, however, worked on the budget system, which left the manager of the house powerless to exploit his theatre properly. This former newspaper and advertising man opened up his doors in such a way that people for several miles around knew that there was a second theatre in that particular town. The circuit house had bought all the product it had considered desirable, that there was plenty of product left for the newcomer. As an advertising man he knew the value of exploitation, and he made everyone of his pictures loom up as an important production. His advertising outlay frequently represented as much of an outlay as the cost of the picture itself, and because he was such a live advertiser, the people of his community obtained the impression that even though the opposition house was more modern, the smaller theatre showed the better pictures, reacting to the old theory that if you hear a thing often enough you believe it to be true.

Within a month the house showed a profit and continued to show a profit each week. The climax came when the exhibitor played one of the pictures in Columbia's line-up against a picture which the big circuit theatre was showing. This opposition attraction had been generally acclaimed one of the greatest of box office bets, yet the newcomer outgrossed his opposition on a three-day engagement. A few days later, as he told it, two men from the real estate department of the big circuit called on him and made him a proposition which he would have been insane to refuse, and so he sold out.

There is a moral back of that incident. It is this: It's not bad business that's hurting the box office, but bad advertising. Make each picture loom up sufficiently attractive to the ticket buyer, and even though it may mean that he'll wear that well-worn pair of shoes a little longer, he'll spend that money at your box office.

GOUDAL RETURNS

Former Star to Appear in Rogers' Film

Hollywood — Jetta Goudal is making a comeback in pictures. She has been signed by the Fox Film Corporation to play a featured part in Will Rogers' picture, "The Plutocrat". The film will be an adaptation of the Booth Tarkington story, which was also a stage play. Many of the scenes are laid in Egypt.

Several months ago Miss Goudal retired from the screen to become an interior decorator. However, the opportunity to act in a Rogers' picture was sufficiently interesting to lure her back to the movies.

Ann Harding Starts

Culver City — Ann Harding, after completing a 4,000-mile air trip in her new monoplane, has returned to RKO-Pathe studios in Culver City to start work on "Devotion," which is the tentative screen title for the Pamela Wynne novel, "A Little Flat in the Temple" and will be directed by Robert Milton, according to an announcement by Charles R. Rogers, RKO-Pathe production head.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club **and send in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Exhibitor's Name________________
House Name________________
Town________________
State________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO GUARANTEED rebuilt Simplex machines complete with new Brenkert reflector arc lamps. A real bargain. Monarch Theatre Supply Co., 154 East Calhoun Memphis, Tenn. tf

SOUND EQUIPMENT DIRECT FROM FACTORY—Sound-on-film heads for Simplex, Powers, Kaplan, Superior projectors, complete with 4 ampere exciter lamp, ammeter, rheostat, Graf Optical System, Visitron Photo Cell, drive assembly, price $176.50. Head amplifiers $25.00. Write for list of theatres that have made their own installation of this equipment, also photo of sound heads. Address The Royaltone Mfg. Co., Wichita, Kas. 5-26

PROJECTORS — Powers, Simplex, Motiograph; lenses, Mazda Reflector arc lamps; highest quality, lowest prices. Julius Mintz, 6 Winchester St., Boston, Mass. 5-26

BARGAIN EQUIPMENT—Two Mercury arc rectifiers, Simplex and Powers 6-A, ceiling and wall fans, fine piano; all good. Rex Theatre, Bevier, Mo. 5-26

TWO REBUILT SIMPLEX, single bearing projectors, less lamp houses or lenses, both $475.00. Two Strong Junior demonstrators, like new, new lamp guarantee, both for $395.00. American Theatre Supply Co., 310 St. Clair St., Toledo, Ohio. 6-9

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

EQUIPMENT WANTED

WANT SEVERAL projectors—Powers or Simplex. Describe fully and give best price for cash; also want lamps, screens and anything necessary for opening several small houses. Must deal quickly. B-273, Associated Publications. 5-26

THEATRES FOR SALE

WE ARE EXPERTS on Theatre Sales and Purchases. Send particulars. Address Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 6-2

OTHER BUSINESS necessitates my selling 300-seat theatre fully equipped with Simplex machines and Pacent sound outfit. Good community; population about 7,000. Storeroom and three apartments above the theatre which are rented. Theatre costs $65,000; will sacrifice for $16,500 (cash, $7,500). Balance, good terms; rent pays balance. Best location in town and splendid bargain. Address J. E. S., Box 293, Allison, Pa. 5-26

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

EXPERIENCED Western Electric; RCA projectionist, open for position; go anywhere; references. H. B. Pixler, 2619 Temple St., Los Angeles, Cal. 5-26

PROJECTIONIST wants job; experienced with talkie equipment; ten years' experience; locate anywhere; non-union. H. A. Pope, Dierks, Ark. 5-26

OPERATOR-ELECTRICIAN desires position; repairs projectors—sound equipment. Ten years' experience. Married. Walter Ingals, New Hampton, Iowa. 5-26

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POSTER EXCHANGES

HIGHEST CASH PRICES paid for used advertising on current releases. Ship at once parcel post or express collect. Premier Advertising Service, 1717 Wyandotte St., Kansas City, Mo.

Patronize The Associated Group It Will Bring You Better Results

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National screen service
CHICAGO - NEW YORK - LOS ANGELES

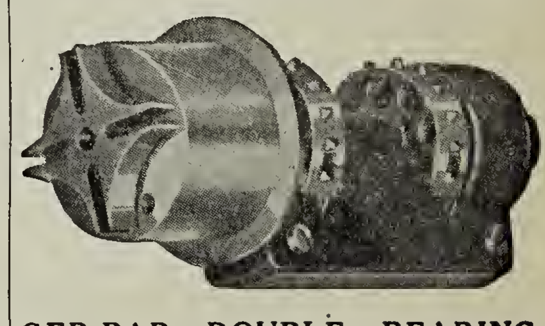
AUTOMATIC SHUTTER CONTROL

Invisible *Changeover*
"Thide"
Automatic Shutter Control
with 3-wire circuit foot Switch

Standard equipment in over 1500 theatres. Fits Motiograph Model F, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.
Rear Shutter Mounts require Model D type. Convert your Model A to a Model D type. Brackets and parts on order.

Dowser Mfg. Co.
157 Rogers Ave -:- Brooklyn. New York

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.
Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Young Donovan's Kid

RKO—75 Minutes

Cast: Richard Dix Jackie Cooper, Marion Shilling, Frank Sheridan, Boris Karloff, Dick Rush, Fred Kelsey, Richard Alexander, Harry Tenbrook, Wilfred Lucas, Phil Sleeman, Bob Wilber, Charles Sullivan. Directed by Fred Niblo.

Based on Rex Beach's novel, "Big Brother," this opus gets away from the ordinary underworld story. Dix as a hard boiled killer discovers he has a soft heart for the waif of his pal left in his care when the father is knocked off. Jackie Cooper as the waif with hard boiled ideas and a desire to grow up to be like his adopted big brother, is taken to a reform school and promised his release when Dix quits the racket to go straight. Dix finds that it requires more nerve to go straight than otherwise but his devotion to the boy helps him win against long odds. Dix gives a cracker jack performance and Jackie Cooper wins new laurels in a decidedly different role. The names in themselves spell box office, the picture should prove a decided smash.—Warren Stokes.

SELLING SEATS: Capitalize on Dix as the star of "Cimarron" and Jackie Cooper of "Skippy" fame. Don't overlook its human appeal to every father and mother. Tell the women folks to bring their crying towels.

Svengali

Warner Bros.—76 Minutes

Cast: John Barrymore, Marian Marsh, Bramwell Fletcher, Carmel Meyers, Lumsden Hare, Donald Crisp, Luis Alberini and Paul Porcasi. Directed by Archie Mayo.

Here is another triumph for Barrymore in a flawless performance with a very good supporting cast in a picture that holds interest to the final fadeout. He plays the part of a slovenly composer and pianist who has uncanny hypnotic powers over women. With this power he induces Trilby (Marion Marsh) to forsake her English sweetheart and go away with him. Under his influence she becomes a famous prima donna. Her sweetheart learns the truth of the matter and attempts to free her from Svengali's power. The climax comes while Svengali is leading an orchestra in Cairo and while Trilby is singing under his hypnotic influence he suddenly dies and she gives up her life with him.

No pains have been spared to make this a masterpiece, and the sets and photography are in excellent keeping with the story. While it may be termed as a class production it contains enough general appeal to get over anywhere.—Southwell.

SELLING SEATS: Sell the star above all else. Get tie-ups with music teachers and singing societies. Play up the hypnotic angle in a discreet manner. Local newspapers should willingly co-operate on the question, "Can you be hypnotized?"

Up Pops the Devil

Paramount—70 Minutes

Cast: Norman Foster, Carol Lombard, Skeets Gallagher, Lilyau Tashman, Theodore Von Eltz, Joyce Compton, Stuart Erwin; Harry Beresford, Eulalie Jensen. Directed by Eddie Sutterland.

Amusing comedy-drama of a young budding author who is deeply in love with a girl who wants him to succeed. A stipulation in their marriage provides that in case either of them is dissatisfied with married life within a year they should separate.

The girl is so anxious for the boy to succeed that she persuades him to give up his regular position and devote his entire time to writing a novel, she to be the bread-winner meanwhile. He becomes dissatisfied with the idea of keeping house and after a quarrel leaves her.

In the intermin a former admirer of the girl, who is a friend of both of them, persuades her to marry him. However, when the moment arrives for the boy and the girl to really part, she discloses her secret, that a child is to be born, and they are reunited.

The picture has an intriguing plot, fine direction and is excellently cast. There are some good comedy situations and snappy dialogue. Norman Foster and Carol Lombard in the leading roles give splendid interpretations. Skeets Gallagher and Lilyan Tashman supply much real comedy, as do Stuart Erwin, Harry Beresford and Eulalie Jensen and a colored man who is very much like Stepin Fetchit.—H. F.

SELLING SEATS: Play up the story from the standpoint of entertainment above everything. Feature the well-balanced cast. As an effective advertising stunt distribute balloons with devils printed on them.

Ships of Hate

Monogram

First of Monogram's action melodramas reviewed in Hollywood prior to final cutting evidences plenty of well-motivated action and suspense. With excellent direction and a closely woven plot, the finished product is bound to be a piece of merchandise of which Monogram can feel justly proud. Lloyd Hughes, Charles Middleton and Dorothy Sebastian give finished performances. This picture undoubtedly will establish standard for independent field.—Stokes.

Daddy Long Legs

Fox—73 Minutes

Cast: Janet Gaynor, Warner Baxter, Una Merkel, John Arledge, Claude Gillingwater, Edwin Maxwell, Kathlyn Williams, Louise Closser Hale. Directed by Alfred Santell.

The popular story of the stage, screen and fiction returns as a talkie co-starring Janet Gaynor and Warner Baxter. The picture is an intensely human tale and one of the most lovable stories ever filmed.

The story being well known to many we won't go into much detail concerning the plot. It is a delightful love story with a vivid portrayal of life in an orphanage. Janet Gaynor is cast as Judy Abbott, the orphan who was adopted by Jervis Pendleton, the wealthy bachelor (played by Warner Baxter).

Baxter does commendable work in a new type of role. Gaynor is delightful in her part and portrays the spirited rebel orphan in a way that wins the hearts of the audience. The remainder of the cast do good work in their respective roles. It is a picture for the entire family.—H. F.

SELLING SEATS: Tie up with schools and libraries as a picture they shouldn't miss after reading the book. Feature two popular stars in one picture. Hire a man to walk the streets on stilts with a sign advertising "Daddy Long Legs" at your theatre.

Short Subjects

Water Bugs

RKO—10 Minutes

Very interesting reel of the Grantland Rice Sportlight series showing Johnny Weismuller doing some extraordinary swimming and diving stunts. The reel is timely for the season. An underwater boxing match is the main feature. Pretty bathing girls are also in the picture.—G.

Wine, Women, But No Song

Columbia—11 Minutes

Eddie Buzzell is practically the whole show in this reel. Some of the gags are pretty clever, others just fairly amusing. Eddie masquerades as a butler in a girl's apartment to help her out when her uncle visits. As usual, all sorts of complications take place. Finally everything is straightened out. The reel is fair entertainment.—B. W.

Ambitious People

M-G-M—17 Minutes

Here's an excellent two-reeler of comedy and music. Herman Timberg, of course, supplies most of the show. Barbara Blair is very good as the chief feminine interest. The vocal finale is done exceptionally well.—G.

He Was Her Man

Paramount—15 Minutes

This is a real entertaining short for the Gilda Gray fans. The reel is a combination of dancing, music and melodrama, all in a manner that ought to please generally. And how Gilda can shimmy. Many people will be attracted by her name. So feature that on your program.—J. S.

Two Title Changes

Hollywood — Two changes of titles are announced by Metro-Goldwyn-Mayer, Joan Crawford's new starring film, formerly called "Girls Together," will be released as "This Modern Age," while Ramon Novarro's new picture, which had been known as "The Son of Rajah," is re-titled "Son of India." Nicholas Grinde directed "This Modern Age," while the Novarro starring film was directed by Jacques Feyder, French director now under contract to M-G-M.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

EXCESSIVE PROTECTION A WASTE

EXCESSIVE protection demands by first run houses are again looming as a bugaboo to the subsequent run houses. It was thought that this matter was settled last year in most sections of the country by the adoption of the zoning plan sponsored by C. C. Pettijohn of the Film Boards of Trade. Pettijohn is opposed to granting long protection time to circuit houses as are leaders of the exhibitor organizations.

First run houses are blaming the drop in business to short protection time. They claim that they suffer a big loss in patronage when people decide to wait three or four weeks and see the same films for from 40 to 50 per cent less admission. That may affect their attendance some, but we'll wager that it is slight. Those people who make it a habit to go downtown for their motion picture entertainment don't let price figure into the matter. They like to see their films first and usually make it a practice to take in a downtown show once or twice a week. The younger set and transients, of course, figure heavily among first run patronage. And here the attraction and not the protection determines the attendance.

First run houses by virtue of the rentals they pay for the privilege of having the first showings of pictures deserve a fair amount of protection over subsequent runs. First run showings, because of the advertising the large houses generally give them, have a value to the subsequent runs. But that advertising loses its value when the subsequent run houses are forced to wait too long for play dates.

The majority of the circuit houses that seek longer protection are producer-controlled. Granting that too little protection would cut into the receipts of these circuit houses, the admitted shorter life of the talking production as compared to the silent film makes it expedient that all bookings be completed at a faster rate. In other words, it is to the producer's advantage to not permit excessive protection.

Too, it would seem that the percentage booking system would dictate in favor of short protection time. With subsequent run houses gaining from a closer follow up to the first run advertising that is done producers will gain proportionately in their share of the increased grosses.

Ben Shlyen

An
EXHIBITOR
Says:

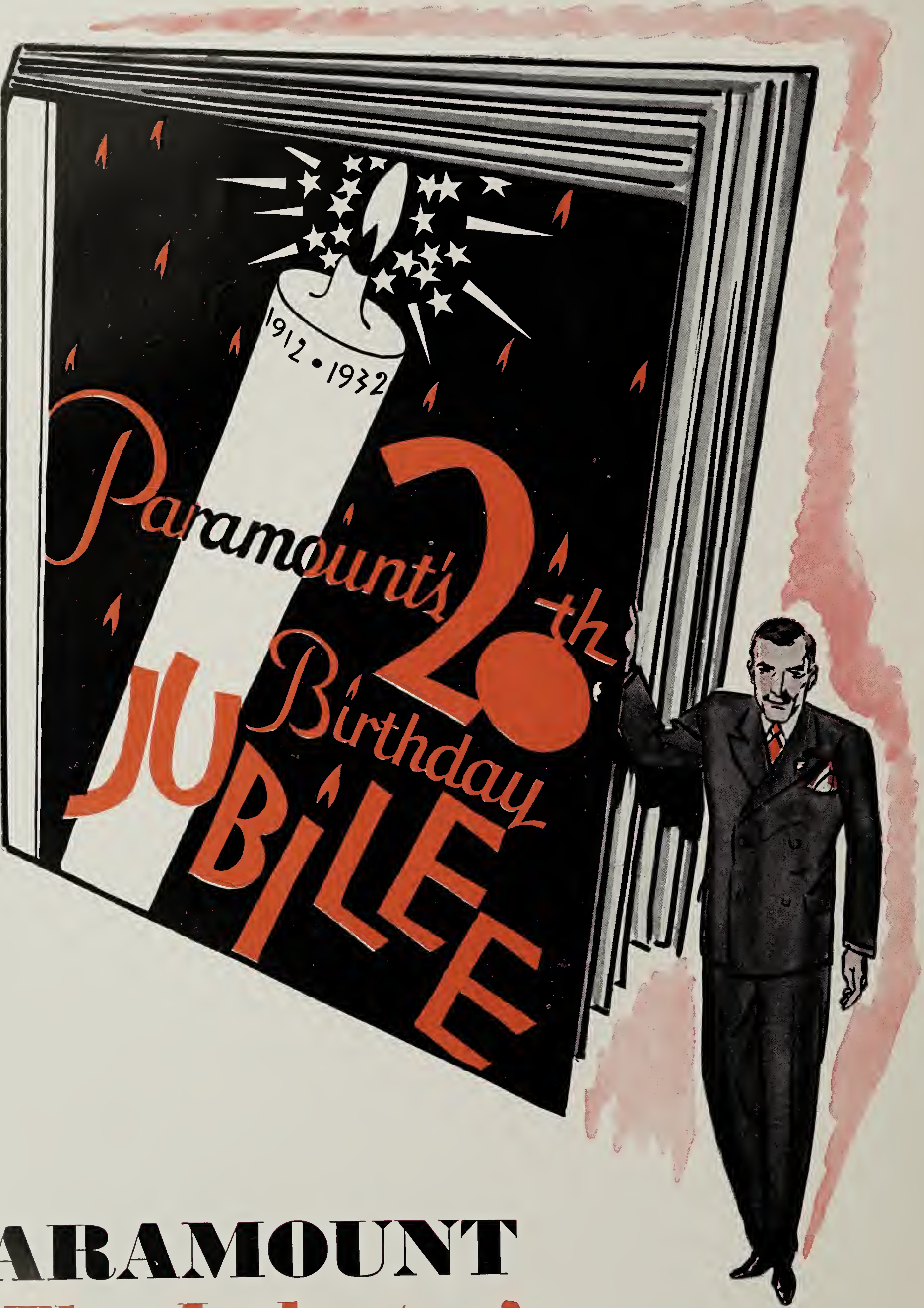
I could not resist the temptation to hurry this letter to you congratulating you on this fine new edition. From the editorial to the last page it is full of the things that those concerned with the industry, especially this region, want. . . . .

He Is ABSOLUTELY *Right!*

Can you afford to be without this
constructive information every week
and operate your theatre
profitably?

⁂

DON'T DELAY—Subscribe Today for Your HOME Trade Paper.


1912 • 1932
Paramount's 20th Birthday
JUBILEE

PARAMOUNT

..The Industry's

1931-2 Buy Word!

JUNE 2, 1931
VOLUME XII NUMBER 2

MOVIE AGE

NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
WISCONSIN
IOWA

ALLIED CONVENTION TO CONSIDER GROUP BUYING

MORE THEATRES TO CLOSE FOR SUMMER

NEW TWO-OPERATOR BILL IN WISCONSIN

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

MASCOT PICTURES CORPORATION

The Only Serial Specialists in the Film Industry

NAT LEVINE, *President*

ANNOUNCES

THE STARS OF "TRADER HORN"

HARRY CAREY

with

EDWINA BOOTH

in

"The Vanishing Legion"

A TWELVE-PART, ALL-TALKING SERIAL

with

REX, the King of Wild Horses

Frankie Darrow	**William Desmond**	**Philo McCullough**
Joe Bonomo	**Yakima Canutt**	**Tom Dugan**

DIRECTED BY B. REEVES EASON

And Three Other Twelve-part Serials

HAROLD E. (RED) GRANGE
the greatest football player of all time
in

'The Galloping Ghost'

One mad whirl of dizzy, breath-taking action and hair-raising stunts.

MASCOT SERIALS

RIN-TIN-TIN
and a cast of favorites
in

'The Lightning Warrior'

Eerie mystery, stark drama, and wholesome humor, with Rinty in a startling new type of story.

'THE SHADOW OF THE EAGLE'

A sensational detective thriller. Action and mystery in the lurking shadows of the side streets off any Gay White Way.

DISTRIBUTED BY:

MIDWEST FILM DISTRIBUTORS,
1516 Davenport St., Omaha, Nebr.

MID-WEST FILM CO.,
637 N. Seventh St., Milwaukee, Wisc.

CELEBRATED FILM EXCHANGE, 70 Glenwood Ave., Minneapolis, Minn.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
5th and Nicolett
MINNEAPOLIS, MINN.

Consider Group Buying

At Northwest Allied Convention to be Held in Minneapolis on September 9-10.

Group buying of pictures will be one of the principal topics of discussion at the Northwest Allied unit's next convention in Minneapolis, September 9 and 10.

W. A. Steffes, manager of the association, is now formulating a plan for a theatre-buying circuit and will put up the proposition to the body for acceptance or rejection at the September meeting.

A widespread demand for group buying is now making itself felt among Northwestern independent exhibitors, according to Steffes. More than 50 exhibitors have been in his office during the past three weeks urging such a circuit, he asserts.

The matter of group picture buying also was brought up at the last Allied convention in Minneapolis, but officers expressed the view then that the time was not fully ripe for it yet.

More Theatres to Close For Summer

Percentage This Year May be 30 per cent or More; Publix Plans No Closings.

Due to depressed conditions, more theatres in the territory will close down during a part of the present summer than ever before at similar times of the year, according to present indications.

Reports being received in Minneapolis indicate that in towns of less than 1,000 population particularly, shut-downs are becoming quite general. Rather than operate at a loss, smaller exhibitors say they prefer to keep their houses dark over the heated spell, reopening in September or October.

(Continued on page 4)

Willmar Election

On Sunday Shows This Week; Merchants in Campaign to Get Sunday Opening.

A hot fight to carry Willmar, Minn., for Sunday movies comes to a climax this week with the holding of a referendum election.

Publix, owning two theatres in the town, has joined leading merchants in the campaign for Sunday movies.

With theatres running on Sundays in Litchfield and other nearby towns, Willmar merchants feel

(Continued on page 5)

SEEKS BACK RENT

Bainbridge Players Owe $37,117 on Lease

A judgment of $37,117 for unpaid rent was returned in district court against the Bainbridge Players, Inc., lessees of the Shubert Theatre and operators of a dramatic stock company there for a number of years. The judgment was in favor of the Red River Lumber Co., owners of the theatre. The Bainbridge stock company is practically the only survivor of the flesh-and-blood spoken drama in Minneapolis, excluding the handful of touring roadshows that visit the city each season. The talkies have cut deeply into the flesh-and-blood spoken drama in Minneapolis as well as everywhere else throughout the country.

Birth Picture

"No More Children," sensational birth control film, is having its initial Twin City release at the Shubert Theatre, Minneapolis, this week, and indications point to exceptionally heavy business. The picture is distributed in the Northwest by the Triangle Film Co., Minneapolis, of which A. W. Nicoll is manager.

Uptown House

A new uptown theatre has been opened by W. Folk in Minneapolis. The house is elaborately decorated and is equipped with the new deluxe Ultraphone sound-on-film equipment.

This Show Business

By M. E. CUFFEL, Editor

WHILE the theatrical industry has started to feel the depression, it is still considerably closer to normal than most lines of business, according to all the evidence at hand in Minneapolis. It may bring at least a particle of cheer to exhibitors to realize that they are better off than the majority of merchants and manufacturers and that, perhaps, the show game isn't such a bad business after all.

If the depression had not extended beyond its anticipated length, the show business might never have felt it, appreciably, at all. It is only during the past month or so that the theatres have started suffering severely. With the end not yet in sight and the last stages being drawn out indefinitely, such luxury lines as the theatrical at last must take a dose of the medicine which other industries have been swallowing for more than a year.

Leading economists now feel confident that trade recovery will start by next fall at the latest. If that is the case, showhouses should emerge from the period of hard times

(Continued on page 5)

DISTRICT MANAGER

Deubach to Have Wisconsin RKO Unit

Milwaukee, Wis. — J. William Deubach, for the past three months manager of RKO's Riverside and Palace-Orpheum Theatres here, has been named district manager for the circuit in Wisconsin. Mr. Deubach's territory includes four houses in Madison, one in Racine and two in Milwaukee. Before joining RKO, Mr. Deubach was with Fox-Midwesco in Milwaukee for four years.

Lawrence Shedd, formerly manager of the RKO Theatre in Fort Wayner, Ind., has been named manager of the circuit's Palace Theatre here. He succeeds Earl Payne who is manager of Warners' Capitol Theatre in Chicago.

"Seed" Scores Heavily at Orpheum Box Office

Asher — **Too Young to Marry** (First National), Loretta Young and Grant Withers. **Business:** Fair. **Summary:** Clean and wholesome comedy-drama for all members of the family; slow in spots, but generally amusing, dealing with a typical small-town family and its troubles. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, serial.

Century—**Dirigible** (Columbia), Jack Holt and Ralph Graves. **Business:** Light. **Summary:** This thrilling and sensational picture concerning a dirigible flight to the South Pole was roadshowed here at $1.50 pirces; sure to please everybody. **Entertainment Merits:** 85 per cent. **Short Subjects:** Silly Symphony and travel film.

Grand — **Drums of Jeopardy** (Tiffany), Warner Oland, June Collyer and Lloyd Hughes. **Business:** Fair. **Summary:** An exciting and spine-chilling murder drama. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Lyric—**Kiki** (United Artists), Mary Pickford. **Business:** Fair. **Summary:** The amusing story of a hoydenish showgirl who wins the heart of a wealthy theatrical producer. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Minnesota—**The Secret Six** (M-G-M), Wallace Beery. **Business:** Fair. **Summary:** A thrilling gangster drama. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, stage show.

RKO-Orpheum — **Seed** (Universal), John Boles, Lois Wilson and Genevieve Tobin. **Business:** Good. **Summary:** A domestic drama dealing with developments ensuing when a husband and father becomes interested in a woman other than his wife; a picture of universal interest and the widest appeal. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, sound news, comedy.

State—**Daybreak** (M-G-M), Ramon Novarro and Helen Chandler. **Business:** Light. **Summary:** The pleasing romance of a gay Austrian army officer and a pretty little music teacher. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, "Slim" Summerville comedy, Mickey Mouse cartoon, Universal news and "Strange As It Seems."

Minneapolis (week ending May 29)—The hot weather hurt business the past week. The best box-office showing was made by "Seed" at the RKO Orpheum. Acclaimed by the critics and patrons, this picture attracted large audiences. Matinee trade was especially good. "Dirigible" made a big hit with the reviewers and those who came to see it at the Century, but the $1.50 prices and the hot weather held down the crowds. "The Secret Six," at the Minnesota, was well liked and drew fairly well.

MILWAUKEE

(Week Ending May 21)

Alhambra — **The Secret Six** (M-G-M), Wallace Beery and Lewis Stone. **Business:** Good. **Summary:** One of the better types of gangster films with a well-rounded cast. **Entertainment Merits:** 90 per cent. **Short Subjects:** Slim Summerville comedy, Oswald Cartoon, Universal Newsreel.

Garden—**The Millionaire** (Warner Bros.), George Arliss and Florence Arliss. **Business:** Good. **Summary:** A comedy with extremely light material masterfully played. **Entertainment Merits:** 90 per cent. **Short Subjects:** Looney Tune comedy, Paramount newsreel.

Majestic — **The Naughty Flirt** (First National), Alice White and Paul Page. **Business:** Fair. **Summary:** If you like Alice White this picture should prove good entertainment. **Entertainment Merits:** 85 per cent. **Short Subjects:** Newsreel.

Palace—**Kismet** (First National), Otis Skinner and Loretta Young. **Business:** Fair. **Summary:** A picture which keeps one guessing with Skinner playing his role well. **Entertainment Merits:** 85 per cent. **Short Subjects:** "Golf," Johnny Farrel, Havana Casino, orchestra specialty; RKO news.

Riverside—**One Night at Susie's** (First National), Billie Dove and Douglas Fairbanks, Jr. **Business:** Fair. **Summary:** A rather slow-moving melodrama with only a flair for acting by members of the cast. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville.

Strand — **Strangers May Kiss** (M-G-M), Norma Shearer and Robert Montgomery. **Business:** Good. **Summary:** A picture with some fine dramatic bits, excellenty acted. **Entertainment Merits:** 90 per cent. **Short Subjects:** Charlie Chase comedy, Fox Movietone news.

Warner — **Svengali** (Warner), John Barrymore and Marian Marsh. **Business:** Good. **Summary:** An excellent photoplay taken from Du Maurier's story, "Trilby," excellently played by John Barrymore and his assisting cast. **Entertainment Merits:** 90 per cent. **Short Subjects:** Laurel & Hardy comedy, Looney Tune cartoon, Universal newsreel.

Wisconsin — **Kick In** (Paramount), Clara Bow and Regis Toomey. **Business:** Good. **Summary:** A fair piece with the "it" girl toned down considerably. **Entertainment Merits:** 85 per cent. **Short Subjects:** Paul Ash in person, Fanchon & Marco Idea, Fox Movietone News.

MERCHANTS' NIGHT

Innovation at Alamo, New London, Ia.

New London, Ia. — With the opening of the newly remodeled and re-equipped Alamo Theatre here, an innovation known as "merchants' night" has been inaugurated. Hitherto, New London, in common with many other communities, has put on a band concert once a week during the summer months. This season, however, the concerts will be abandoned and, instead, the business men will have their friends and customers as their guests at the Alamo Theatre every Wednesday night. The theatre box-office will remain closed for the three shows Wednesday nights and admission will be only by tickets issued by the merchants. E. Bell, Jr., is the manager of the theatre and put over the tie-up.

Correction

Hollywood—Radio Pictures will film "The Sphinx Has Spoken" from the noel of the same title by Maurice de Kobra. "Lives of a Bengal Lancer" is an entirely different novel and is to be filmed by another motion picture company.

Summer Closing

(Continued from page 3)

Ordinarily from 15 to 20 per cent of the independents in the smaller towns close for several weeks or months during the summer. This year it is believed that, owing especially to the poor times, the percentage may rise to 30 per cent and over.

Because of the extremely low price of agricultural products the territory is especially hard hit. Buying power is far below normal. At that, the theatre business continues to hold up better than the vast majority of other lines, surveys show.

Up to this time, Publix has not decided upon any wholesale closing of its theatres throughout Minnesota and the Dakotas. Present plans, in fact, are to keep as many of the houses open as possible and, it is stated, these plans will not be revised unless conditions become much worse than at present. Grosses have slumped considerably in recent weeks, but operating losses thus far have been held to a minimum over the Publix Northwest circuit, it is learned.

The large number of lake resorts, wonderful roads and scenic highways and public and private golf courses provide unusually stiff opposition for the Northwest Theatres during the summer months.

Breese on Air

The abundant and diverse publicity on Lou Breese, Orchestral conductor and master of ceremonies at the Minnesota Theatre, Minneapolis, was furthered last week when he appeared on a special WRHM radio program. He was interviewed over the air by a reporter asking him questions concerning his colorful career. The radio interview was one of a series of such broadcasts featuring prominent Minneapolis persons in business, professional and artistic vocations. Breese was tied into the series by the Minnesota Theatre press department.

Close Majestic

Milwaukee, Wis. — Following the showing of Columbia's "Dirigible" on the reserved seat policy twice daily L. K. Brin will close his Majestic Theatre here about June 8. The house has been operated by Brin for the past three years and prior to that was an Orpheum circuit vaudeville house for 22 years. The house will remain dark until at least September 1, it was stated. Mr. Brin also operates the Garden Theatre, local first run.

Sign Medbury

Universal City — Universal has engaged John P. Medbury, prominent newspaper humorist and radio star for a forthcoming series of two-reel featurettes called "Dangerous Jobs."

Willmar Election

(Continued from page 3)

that their own town is at a decided disadvantage. Every Sunday a large number of Willmar residents travel to these surrounding towns to attend the theatres. One of the arguments being advanced is that the money should be kept at home.

A number of exchange managers from Minneapolis have visited Willmar during the past few weeks, making election speeches.

Arthur Mayer, Publix middlewest divisional director, was in Minneapolis and St. Paul last week, inspecting the local offices and theatres. Another Twin City theatrical visitor was E. M. Glucksman, director of RKO theatres, from New York City. He, too, is on an inspection tour.

* * *

The Minneapolis Film Board of Trade is considering plans for its annual golf tournament which probably will be held some time in June or July. It is expected that the date of the tournament will be decided upon definitely at an early meeting.

* * *

Aliled States' Northwest division announces that its quota on the Kinogram advertising newsreel has been exceeded and that no new contracts will be accepted after June 10.

This Show Business

(Continued from page 3)

without a great deal of further financial suffering. Under any circumstances, summer always is a comparatively dull period for the show business. Many theatres will close down during the next few months and thus save losses and whet the appetite of their publics for screen entertainment next fall.

It is encouraging to note that distributors of sound equipment and cooling and ventilating plants in the territory still are reporting brisk business and that failures of movie houses have been few and far between up to this time.

New Two-Operator Bill in Wisconsin

Madison, Wis. — Following the withdrawal from the assembly of a bill which would require one motion picture machine operator for each projector, a somewhat similar measure has been introduced into the senate.

The measure introduced into the senate provides that a projectionist over 21 years must be in charge of each machine in theatres in cities of over 3,000 in population. This specification was not made in the assembly bill.

The Grobschmidt joint resolution to submit the question of repealing Wisconsin's "blue law" against Sunday amusements to a referendum at the November, 1932, election has been adopted by the assembly and sent to the senate.

New Theatre

Chilton, Wis.—A new 500-seat house was opened here recently by John Steenport to replace the theatre which was destroyed by fire last December.

Along Movie Row

J. F. Cubberly, who has been prominent in Minneapolis film circles for a number of years, has the distinction of being the first person to enter the Trans-Mississippi golf tournament. He is an expert at the game.

* * *

Golf has a new recruit in the person of Abe Sundberg, manager of the State Theatre, Minneapolis. Taking up the game for the first time this summer, he has become a real enthusiast.

* * *

A number of Publix managers and assistants will plight their troth at the altar this month. Among them are James Eshelman, Grand Theatre, St. Cloud; Joe Ryan, assistant manager, State Theatre, Eau Claire, Wis.; Charles Langfith, assistant manager, Arion Theatre, Minneapolis, and Bob LeFevre, Lyric Theatre, Minneapolis. The rumor factory also involves several other names matrimonally.

* * *

Three prominent Twin City Publix officials are going in for horseback riding as their reguular morning exercise. They are L. J. Ludwig, division manager, and Lou Breese, Minnesota Theatre manager of ceremonies, who take their canters together, and Walter Feist, manager of the Tower Theatre, St. Paul.

ULTRAPHONE *Continues to* LEAD *the* FIELD

Mr. Frank T. Welter's half million dollar Grand Theatre at Wausau, Wisc., installs ULTRAPHONE De Luxe Sound on Film Equipment. This theatre has a seating capacity of 1500.

* * * * * *

The Minneapolis Elk's Lodge installs an ULTRAPHONE De Luxe Sound on Film Equipment in their beautiful lodge room which has a seating capacity of over 1200.

* * * * * *

Mr. Bert Parsons installs a De Luxe ULTRAPHONE Sound on Film Equipment in his State Theatre, Springfield, Minnesota. This is the second ULTRAPHONE TRACK installation in theatres owned by this family as E. L. Parsons has had an ULTRAPHONE TRACK installation in his Garden Theatre, Renville, Minnesota, for more than six months.

* * * * * *

Other ULTRAPHONE installations this week include the Scenic Theatre, Appleton, Minnesota; Lyceum Theatre, Deer River, Minnesota; Althea Theatre, Dunseith, No. Dak.; New Camden Theatre, Minneapolis, Minn.

There are now more than 500 ULTRAPHONE equipments installed in Northwest Theatres alone. Complete list furnished upon request.

There Must Be A Reason!

When week after week there continues to be MORE ULTRAPHONE Equipments installed in theatres of this northwest territory than ALL other makes of equipment combined.

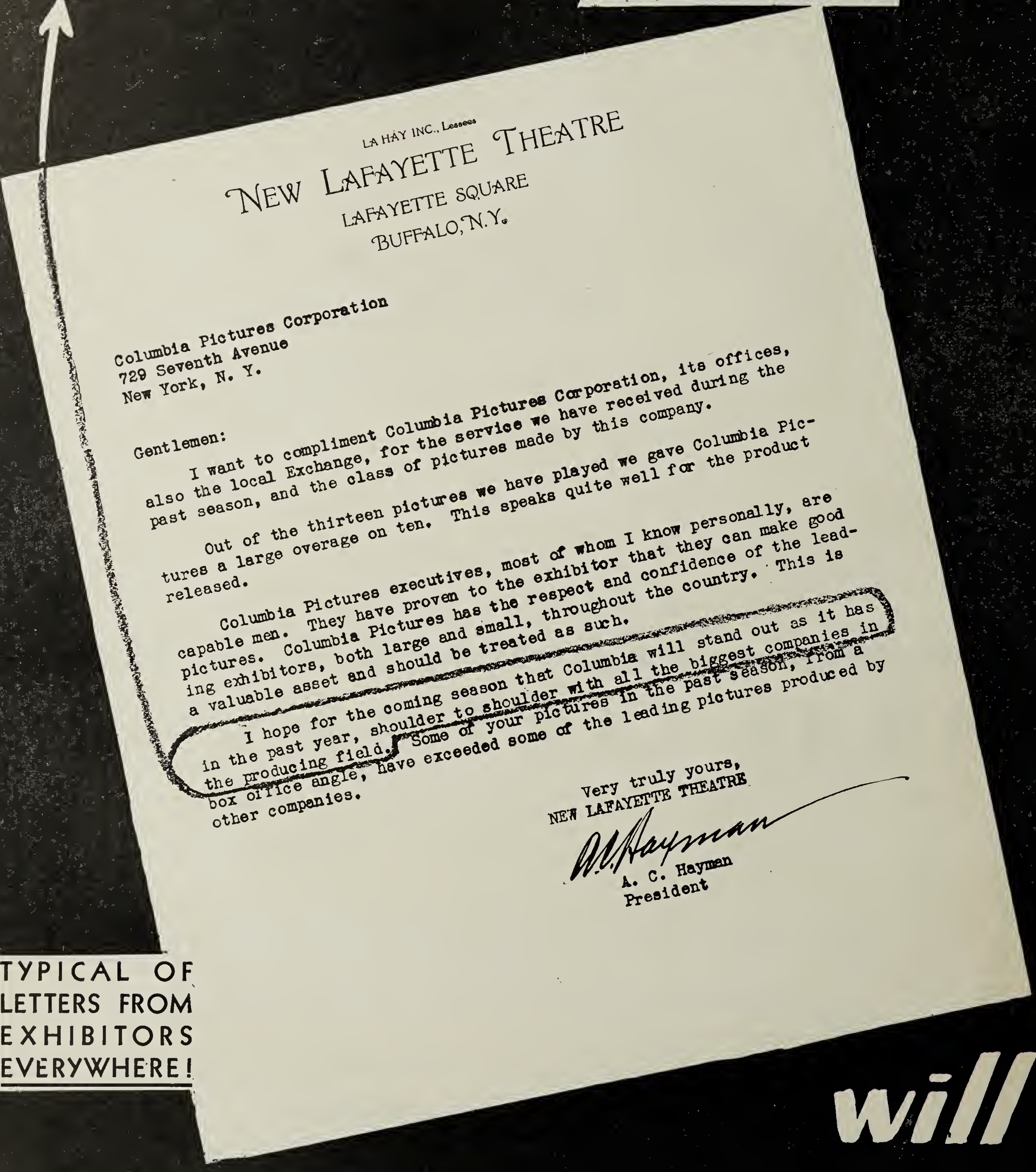
TALK TO ANY EXHIBITOR WHO ALREADY HAS HIS ULTRAPHONE INSTALLATION.

ULTRAPHONE SOUND SYSTEM, INC.

TED KARATZ, N. W. Mgr.

34 Glenwood Ave. **Geneva 6210** **Minneapolis, Minn.**

OUR REPLY TO A GREAT
"COLUMBIA **WILL** ST



LA HAY INC., Lessees
NEW LAFAYETTE THEATRE
LAFAYETTE SQUARE
BUFFALO, N.Y.

Columbia Pictures Corporation
729 Seventh Avenue
New York, N. Y.

Gentlemen:

I want to compliment Columbia Pictures Corporation, its offices, also the local Exchange, for the service we have received during the past season, and the class of pictures made by this company.

Out of the thirteen pictures we have played we gave Columbia Pictures a large overage on ten. This speaks quite well for the product released.

Columbia Pictures executives, most of whom I know personally, are capable men. They have proven to the exhibitor that they can make good pictures. Columbia Pictures has the respect and confidence of the leading exhibitors, both large and small, throughout the country. This is a valuable asset and should be treated as such.

I hope for the coming season that Columbia will stand out as it has in the past year, shoulder to shoulder with all the biggest companies in the producing field. Some of your pictures in the past season, from a box office angle, have exceeded some of the leading pictures produced by other companies.

Very truly yours,
NEW LAFAYETTE THEATRE

A.C. Hayman
A. C. Hayman
President

TYPICAL OF
LETTERS FROM
EXHIBITORS
EVERYWHERE!

will

A COMPLETE LINE-UP of STARS, A

that will STARTLE

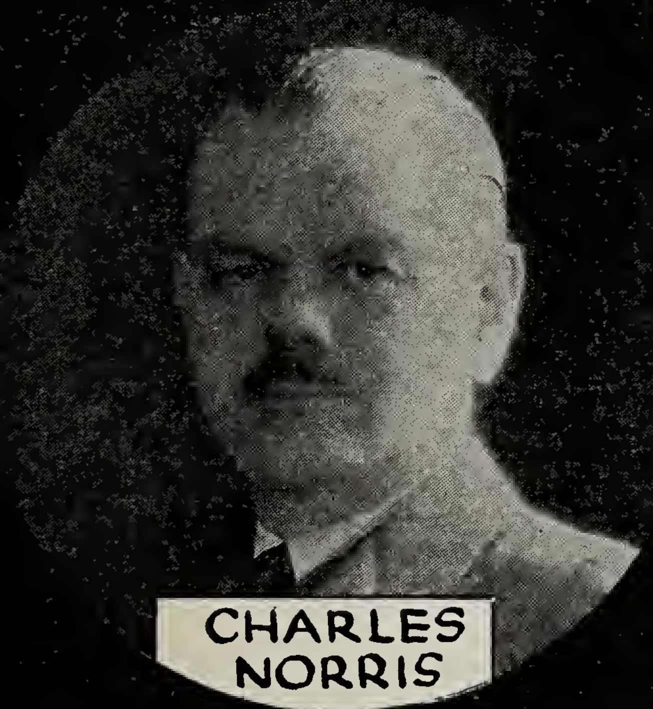
SHOWMAN—
AND OUT THIS YEAR!"

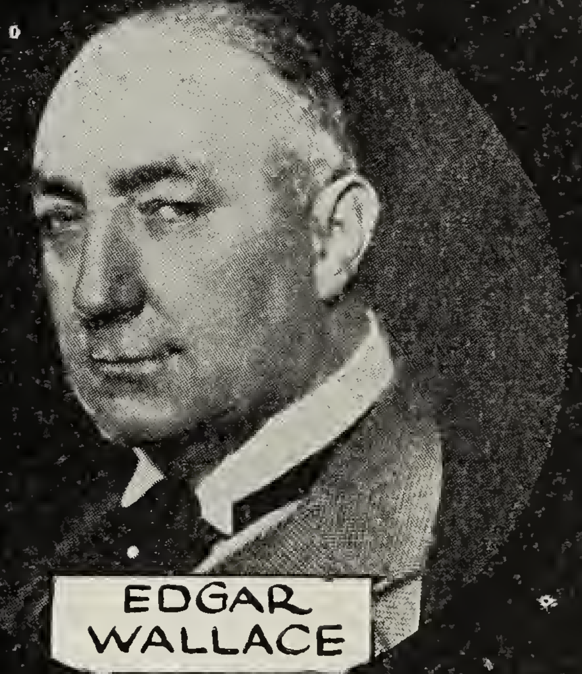
FANNIE
HURST

RUPERT
HUGHES

URSULA
PARROTT

Just a flash of what


CHARLES
NORRIS


EDGAR
WALLACE

COLUMBIA

give you next season!

UTHORS and DIRECTORS for 1931-32

THE INDUSTRY!

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

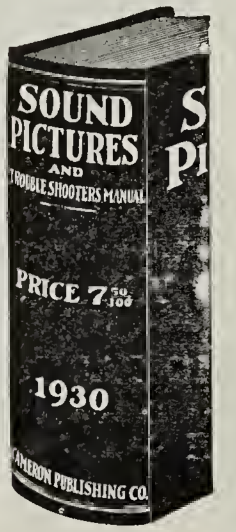
48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

> **"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."**



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel ("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages 500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox (Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S ENCYCLOPEDIA OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., **Kansas City, Mo.**

THE OLD FIGHTIN' COCK WILL NOT LET ANY STUDIO BEG, BORROW OR STEAL HIS STARS!

CONSTANCE BENNETT—(4)—beginning with "Common Law"
ANN HARDING—(4)—beginning with "Devotion" (temporary title)
HELEN TWELVETREES—(4)—beginning with "A Woman of Experience"
INA CLAIRE—in "Rebound"
BILL BOYD—(4)—beginning with "The Iron Chalice"
EDDIE QUILLAN—(4)—beginning with "Sweepstakes"

And the

GREATEST LINE-UP OF SHORT SUBJECT STARS IN THE INDUSTRY!

I repeat what I said in our announcement for '31-'32: RKO Pathe stars stay on the lot—and you can get the lot only from RKO PATHE.

NED E. DEPINET
Vice-President and
General Sales Manager

RKO PATHE

Columbia Announces 26 for Distribution in 1931-32

Program Also Includes 104 Short Subjects and Two Series of Outdoor Action Dramas.

New York — With the name of Columbia firmly entrenched on Broadway and throughout the country and a new era in its history beginning as a result of its greatly enlarged production and distribution activities, the company offers for the coming year an impressive line-up of 26 major productions to be known as "The Showmanship Group," supplemented by two series of outdoor action dramas, 104 shorts and eight vehicles produced in foreign language in the United States, for foreign distribution. A tremendous sum has been appropirated to bring this pretentious program to the screen.

Because of the great audience and box-office demand for several stars and directors now under the Columbia banner a number of productions built around these personalities will be included in the group of 26 major productions.

Listed among these productions are: Two vehicles starring Barbara Stanwyck, three productions starring Jack Holt alone, one feature co-starring Holt and Ralph Graves, and one super-feature to be offered as a Frank Capra production.

Barbara Stanwyck is to star in four pictures on the new program. The first of these will be "Shop Worn," which Frank Capra will direct.

Two Edgar Wallace stories are on the new season's schedule as well as two by Ursulla Parrott. The latter two are: "Love Affair" and "Secrets of Reno."

Title of Rupert Hughes' "The Rented Body," over which there is said to have been considerable discussion between Columbia and the Hays office, is being changed to "The Artist's Model." Fannie Hurst will supply "Vanity Street." Warner Fabian's "The Men in Her Life" is on the list, although cast and director have not been chosen. Jean Harlow is to star in "The Blonde Baby."

Statistics

New York — The Will H. Hays offices have been checking up on the flicker industry. The report shows some interesting figures. According to the latest canvass there are 30,000 persons employed in the studios; 10,000 in the exchanges, and 250,000 in the theatres, making a total of 290,000 men and women earning their livelihood in the field of entertainment.

According to the Hays court there are 21,284 motion picture theatres in the United States with 14,000 wired for sound. Their combined seating capacity is 12,143,761, and more than 100,000,000 persons visit them every week.

Others in the group are: "The Master Mind," "The Guilty Generation" by Joe Milford and J. Kirby Hawks, "The Half-Way Girl" by Hawthorne Hurst, "Then Hell Broke Loose," "The Final Edition," "Hollywood Sparks," "Unwanted" by Bella Muni and Aben Finkel, "The Substitute Wife" by Frank R. Adams, "Zelda Marsh" by Charles G. Norris, and two True Story Magazine adaptations.

In the group of westerns, Tim McCoy is to make eight while Buck Jones will supply the remaining eight.

Short subjects on the new schedule are: Thirteen Mickey Mouse and 13 Silly Symphonies cartoons, to be produced by Walt Disney; 13 Scrappy cartoons, to be produced by Moe Mintz; 13 curiosities and 13 Travelaughs to be made by Walter Futter, the latter featuring description by John P. Medburv; 13 Bedtime Stories starring Eddie Buzzell.

REVERSE SLOPE

Fans May Look Up At Pictures

Hollywood—Instead of looking down at motion pictures as they do now, an audience might some day be looking up at them if an idea presented to the Society of Motion Picture Engineers by Ben Schlander, New York theatre architect, is adopted.

Schlander's plan is to reverse the slope of the theatre floor, making it slant upward to the screen instead of down as it now is. The architect says the sight lines as they are fixed in the present type of theatre cause the spectator to sit with much bodily discomfort and frequently with a distorted view of the screen. Schlander said:

"Persons sitting on the orchestra floor must tilt their heads backward to see the screen. In the balcony, the seat angle makes it necessary for the patron to pitch his body forward. Study has shown that it is impossible to correct these faults without entirely disregarding the present theatre form and creating a new one."

76 ONE-REELERS

New Product Announced by Educational

Hollywood — Seventy-six subjects will comprise the Educational 1931-32 one-reel lineup, it is announced by E. W. Hammons.

Twenty-six Terry-Toons are planned, this series having developed into one of the most popular cartoon series on the market. The same trio that started the Terry-Toons, namely, Frank Moser and Paul Terry, as creators, and Phil A. Scheib, as musical director, will continue on the new group.

Thirteen Romantic Journeys will be produced by Brown and Nagel for release by Educational next season. "Honeymoon Land" and "Cross Roads," the first two in the series, were pre-released during the current season.

There will be twelve Mack Sennett Brevities, photographed via Sennett's own color process. The series will again combine novelty and beauty in vehicles that will be prepared and produced at the Mack Sennett Studios.

A new series of Lyman H. Howe's Hodge Podge, edited by Robert E. Gillaum, will have six subjects next season. Thirteen Cameo Comedies and the six novel subjects which Mack Sennett will make under the brand name of "Cannibals of the Deep," complete the program of seventy-six.

REPLACES HOLT

Huston to Play Role in "Star Witness"

Hollywood — Warner Bros. announces that Walter Huston will play the leading role of the district attorney in "The Star Witness," the story by Lucien Hubbard which is now being prepared for screen production. Mr. Huston's assignment to the role marks a change of plan, the original idea having been to cast Jack Holt in this part.

YOU CANNOT BEAT THIS COMBINATION
SUPERIOR QUALITY
AND GREAT SAVING
SUN-ARC Projector Carbons
UNSURPASSED FOR
BRILLIANCE — DEPTH — DEFINITION
SOLD BY
QUALITY THEATRE SUPPLY CO.
1518 Davenport St., Omaha, Nebr.
DES MOINES THEATRE SUPPLY CO.
922 W. Grand Ave., Des Moines, Ia.
AMERICAN THEATRE SUPPLY CO.
320 So. Phillips Ave., Sioux Falls, S. D.
CARBON PRODUCTS, INC. — IMPORTERS
8 Beach St. New York, N. Y.

COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS - PRICES - TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

Theatres Face Admission Tax

As Rumor Floats in Washington That Government Will Make 10 Per Cent Levy.

Washington — A ten per cent tax on theatre admissions throughout the country is said to be part of the government's plan to erase the billion-dollar deficit, according to reports here.

Should the tax be imposed it is estimated that a ten per cent tax would mean the industry and the public would have to carry a burden estimated at $100,000,000 a year. It is even intimated that the government plans to take over the printing of tickets in order to keep a careful check on the receipts.

ADJUSTMENT OF INDUSTRY

Under Way; Bankers Look Upon Retrenchments as a Step Toward Rearrangement.

New York — Wall street looks upon Paramount's announcement of salary modifications and other ecenomic changes in the industry as an indication of general rearrangement in the motion picture field to conform with the general depression. In other words, the film industry is adjusting itself to the current economic order.

Bankers feel that retrenchment moves are temporary, according to The Film Daily, which gives as reasons for this belief the noteworthy manner in which the film industry has stood up in the downward cycle of the last 18 months. Bankers also believe that in due course of time there will be another upward cycle that should not only restore the situation to its last peak, but very likely to exceed it.

Paramount's action in curtailment of overhead is being widely discussed in financial circles as a salutary move that will influence other companies which have not already taken similar steps. Instead of being interpreted as an unfavorable factor, however, the majority of Wall Street commentators are of the opinion that it will strengthen the industry's foundation and place it in line for bigger returns in the next bull swing.

Franchise To Remain

Educational Reported to be Ready to Live Up to Tiffany - Allied Agreement.

New York — The Allied franchise deal with Tiffany will be lived up to by Educational, which recently took over operating control of the former company, it was reported here last week. There has been considerable specualtion over this point as the Tiffany contract with Allied called for the delivery of 26 features each year.

It is understood that E. W. Hammons, president of Educational, has agreed to abide by the Tiffany - Allied agreement, although no official announcement of the Tiffany program for 1931-32 has been made.

PUBLIC OPINION

Effective Censorship on People's Part

New York — Public opinion is the most effective piece of censorship, according to William Green, president of the American Federation of Labor, in a statement in The Motion Picture Monthly, published by the Hays organization.

"No censorship can be so accurate, no censorship can be so effective as the censorship of public opinion," Green declares. He further argues that the screen should be saved from becoming the "medium of class appeal."

"Thoughtless politicians who would impose admission taxes on motion picture theatres should remember two things," he says. "First, additional taxes in any form is no way to remedy depression. Second, while it may appear that it is the theatre that is being taxed, all taxes eventually come from the pockets of the people."

"Sky Devils"

Hollywood — Howard Hughes's air comedy, which is being made as a companion picture to "Hell's Angels," will be released under the title of "Sky Devils." It had been in production as "Ground Hogs."

Hits at Congo

Washington—The Federal Trade Commission has filed a complaint against Congo Pictures, Ltd., charging "false, fraudulent, deceptive and misleading advertising." Congo is the producer of "Ingagi."

The complaint alleges misrepresentation of advertising of African scenes and jungle animals. The officers of the company will be given an opportunity to appear before the commission at a public hearing to deny the accusations. If the commisison finds the defendants guilty, Congo will be compelled to discontinue its present method of advertising.

Gleason Series

Hollywood—James Gleason has started work at RKO-Pathe on the first of a series of six "Rufftown Comedies" based on the popular newspaper feature by Arthur "Bugs" Baer, well-known humorist. "I'm Tellin' Ya" is the title of his initial vehicle, and George Green is directing it.

Admission Prices Now Average of 30 Cents

New York — The general average of admission prices will, in the near future, be 30 cents against a former average of 35 cents, according to a survey of admission scale trends by the Film Boards of Trade. The new average represents a drop of less than 15 per cent in revenues on the basis of price cuts. Some sections expect to make up part of the difference through increased attendance, but the prevailing opinion is that most of the reduction will mean that much lost, although it is believed that industry economies now being placed in effect will offset the most of the 15 per cent drop.

First-run theatres in the larger cities and representing the highest admission scales are comparatively the least inclined to price-cutting.

Final Title

Hollywood — "Laughing Sinners" will be the final title of M-G-M's newly completed picturization of Kenyon Nicholson's play, "Torch Song," which formerly bore the same title as the stage production. This is a Joan Crawford starring vehicle, directed by Harry Beaumont.

NEW SALES PLAN

DeForest Equipment on Easier Scale

New York—A new plan for the marketing of General Talking Pictures' sound equipment is announced by M. A. Schlesinger, president. A similar policy is expected by other concerns, Schlesinger believes.

Under the new plan exhibitors will pay $25 a week for the first three years, $10 weekly for the next three years and for the next four years of the ten-year contract there will be no charge. Exhibitors who have paid more than the $25 rate on DeForst equipment will be given a rebate.

New Competition

New York — The elimination of sponsored shorts by Warners and Paramount may relieve the antagonism against them, but a new possibility for competition now looms. It is reported that a move is under way to extend the exhibition of advertising reels in department stores, schools and hotels. This non-theatrical situation is competition in that the reels are of entertainment value and could be a drain on matinee business when women shoppers can get picture amusement in places other than theatres and at no admission prices.

MUSICAL SHORTS

Paramount to Increase Number of Subjects

New York—Important changes in Paramount's 1931-32 program for short pictures has just been announced at the Paramount New York studio, by Larry Kent, head of short subject production.

The number of musicals is to be largely increased and the number of dialogue pictures proportionately decreased in the short subject schedule for the current season.

"This change in the short picture program was made," said Kent, "because of the predominance of dialogue in Paramount's feature productions. Paramount's program as a whole, therefore, becomes perfectly balanced by increasing the percentage of musicals in short subjects."

The change affects one-reel pictures only. Originally, the year's program called for fifty-two one-reel subjects, of which 12 were to be musical and 40 dialogue pictures. The new program divides the 52 one-reelers into 36 musical and 16 dialogue subjects.

"Our original program of 32 two-reel dialogue pictures for the 1931-32 season will be carried into effect without change," said Kent.

RKO-Pathe Completes Three Star Specials

Hollywood—Three of the twenty-one star specials announced by Ned E. Depinet, vice-president and general sales manager, at the RKO-Pathe convention, have been completed. Two are now in production.

Eddie Quillan's first vehicle of the season, temporarily titled "The Whoop-Te-Do Kid," is the latest of the personality group to be completed. Ina Claire's screen interpretation of her stage success, "Rebound," was completed last week, and Helen Twelvetrees' initial special for the new season, "A Woman of Experience," has already passed through the editorial room. Constance Bennett is in mid-production on "Common Law" and Bill Boyd has started his first scenes for "Iron Chalice."

"The Whoop-Te-Do Kid" is an original story by Lew Lipton who made the screen adaptation. Al Rogell directed. James Gleason is Quillan's chief aide-de-fun and Marion Nixon is leading lady. The cast includes Lew Cody, Paul Hurst, Fred Burton, King Baggott, Lillian Leighton, Billy Sullivan and Mike Donlin.

"Rebound," is Horace Jackson's adaptation of Donald Ogden Stewart's play produced on Broadway by Arthur Hopkins. Edward E. Griffith directed. Robert Williams and Walter Walker, two members of the original cast seen with Miss Claire on the Los Angeles stage, appear in the RKO-Pathe version. Prominent in the cast are Robert Ames, Myrna Loy, Hedda Hopper and Hale Hamilton.

"A Woman of Experience" is an original story by John Farrow who also provided the dialogue. Harry Joe Brown, now associate producer, directed. Miss Twelvetrees is supported by William Bakewell, Lew Cody, H. B. Warner, Zasu Pitts, Franklin Pangborn, Nance O'Neil, George Fawcett and Edward Earle.

"Common Law," Robert W. Chamber's famous novel adapted for the screen by John Farrow, is being directed by Paul L. Stein. Joel McCrea appears opposite Constance Bennett, and the cast includes Lew Cody, Robert Williams, Hedda Hopper, Marion Shilling, and Paul Ellis.

"Iron Chalice," a story by Octavus Roy Cohen, is being directed by Fred Niblo. Bill Boyd is being supported by Dorothy Sebastian.

SHORTS MANAGER

Stanley Waite Heads This Dept. for Paramount

New York—Stanley Waite has been appointed sales manager of short features and news for the Paramount Publix corporation, according to an announcement by S. R. Kent, vice-president in charge of distribution. Mr. Waite was formerly the western divisional sales representative for short features.

STAR RETURNS

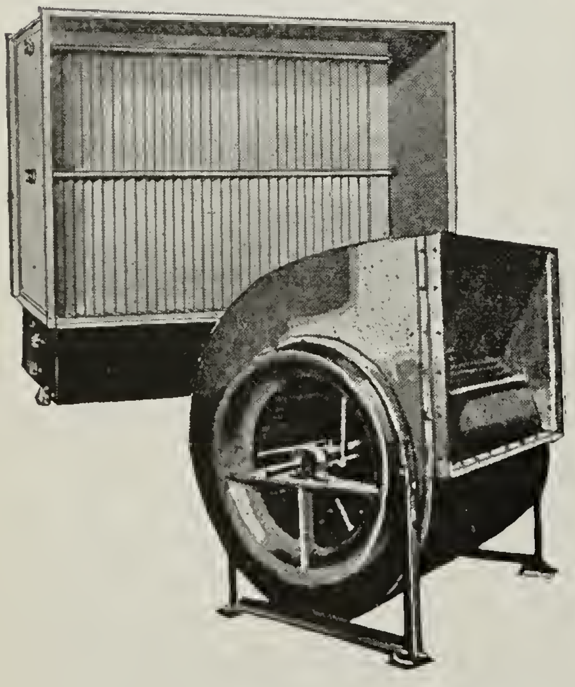
Clara Kimball Young in Cruze Picture

Hollywood — Clara Kimball Young, veteran star of the silent screen, will have the leading role in the James Cruze-Tiffany production, "Women Go On Forever," about to go in work under the direction of Walter Lang.

With the exception of a minor role in Radio's "Kept Husbands," this is Miss Young's first part in talking pictures. She is portraying the role of "Daisy Bowman" originated by Mary Roland during the long run of the Daniel N. Rubin play at the Forrest Theatre, New York.

The freshness of the North Woods

to KEEP your PATRONAGE thru the whole summer!



The famous Sirocco Blower and Sirocco Air Washer. Get prices and terms today.

WITH cool, invigorating air—as fresh as the breeze from Northern lakes and woods—you can turn your theatre into a summer resort . . . A community refuge from scorching August days and airless nights. A famous Sirocco Blower and a new Sirocco Air Washer are your most dependable means of avoiding decreases in summer patronage . . . And this equipment will remain a permanent, profitable attraction the whole year through . . . The cost of a Sirocco installation is surprisingly reasonable. The coupon, mailed to your National Branch, will bring you complete information.

National Theatre Supply Co.
Please supply me with further information regarding Sirocco Blower and Sirocco Air Washer.
*Name*________________
*Theatre*________________
*Address*________________

NATIONAL THEATRE SUPPLY COMPANY

THE STAMP OF TRUE ECONOMY

1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa.
56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

THE BAROMETER

REPORTS
OF RESULTS AT THE
BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Subway Express, Jack Holt—Holt as a detective chief in this stage thriler. Aileen Pringle miscast in this picture. Fred Kelsey and an unnamed actress as the housewife witness practically steal the picture. Some good comedy. Entire picture in one setting.—J. W. Crabtree, Metro, Clarendon, Ark.

Brothers, Bert Lytell—Sure is a good picture. This one will please practically 100 per cent. Had a return engagement on this picture and grossed considerably more than on the first showing in February. Advertising good. Recording on disc wonderfully good in every respect. A clean wholesome picture from every angle.—J. W. Crabtree, Metro, Clarendon, Aak.

Subway Express, Jack Holt — A fast moving train of laughs and tantalizing mystery. The picture will please all.—William Noble, Liberty, Oklahoma City.

FIRST NATIONAL

Father's Son—This is one of the most satisfying pictures I have played in many years. This one will reach into their hearts and feelings as few productions have the power to do. A perfect production. Continuity good and the story flows smoothly and transfers from comedy to pathos without a break in the action. This picture appeals to them all—from six to sixty. You'll be proud to play it.—J. W. Crabtree, Metro, Clarendon, Ark.

Sunny, Marilyn Miller— catchy comedy drama that will sure please in any locality. Plenty of comedy, plenty of dancing and it's plenty good all the way through.—J. W. Crabtree, Metro, Clarendon, Ark.

FOX

The Spy, Neil Hamilton—A great spy picture in which is depicted the greatest of love and sacrifice possible. Everybody seeing this picture well pleased.—The Warner, Oklahoma City, Okla.

M-G-M

Inspiration—Greta Garbo in this picture is O. K., but the picture is of a type and has ending that will dissatisfy, especially in small towns. My crowd the second night on this picture was a frost.—J. W. Crabtree, Clarendon, Ark.

PARAMOUNT

Ladies' Man, William Powell—Fine direction and photography with lavish settings play their part in making this film entertainment of the higher type.—Criterion, Oklahoma City.

RADIO

Hook, Line and Sinker, Wheeler-Woolsey—The comedians in a fair comedy. Too many of these kind are not good.—Ray Thomas, Community, Clear Lake, Wis.

Kept Husbands, Dorothy Mackaill —Business the best in several weeks. Picture has good title and carries interest well through the picture.—Henry Kimmel, Rialto, Atlanta, Ga.

The W Plan, English cast—Something different in war pictures and worthy of any theatre running it. Had a good tie-up on it with the American Legion. Good business in warm weather.—Henry Kimmel, Rialto, Atlanta, Ga.

Cracked Nuts, Wheeler-Woolsey. —Pleased everyone. Big business all week. — Criterion, Oklahoma City.

Behind Office Doors—Used regular heralds on this picture. Had printed on them "For Adults Only." This picture not suitable for children or foxy grandpas with high blood pressure. The heralds are pretty hot looking. Picture drew a good crowd second night.—J. W. Crabtree, Metro, Clarendon, Ark.

RKO-PATHE

Painted Desert, Wm. Boyd.—A high class production that pleased all seeing it. Had plenty of action, scenery, pep and energy. Would bear up well for return date.—Midwest Theatre, Oklahoma City, Okla.

UNIVERSAL

Seed, John Boles—Heart throbbing drama with Genevieve Tobin and Lois Wilson. The picture was big, and also was the crowds. Midwest Theatre, Oklahoma City, Okla.

Outside the Law—Edw. G. Robinson is known as "Little Caesar" in this town and his performance in "Little Caesar" helped this picture. Mary Nolan gives a creditable performance. The little boy in the picture is also very good. Recording on disc fair.—J. W. Crabtree, Metro, Clarendon, Ark.

WARNER BROS.

Doorway to Hell, Lew Ayres—A great picture with a good cast. If they were all like this we couldn't kick.—Ray Thomas, Community, Clear Lake, Wis.

Sit Tight, Joe E. Brown and Winnie Lightner—It was twice as funny as the funniest. Everybody seeing the picture will like it. No disappointments guaranteed. Capitol Theatre, Oklahoma City, Okla.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________________ **Producer** ______________

Business and Comment: ______________________________

____

______________________ **Weather:** ______________

Title ______________________________

Star ______________________ **Producer** ______________

Business and Comment: ______________________________

____

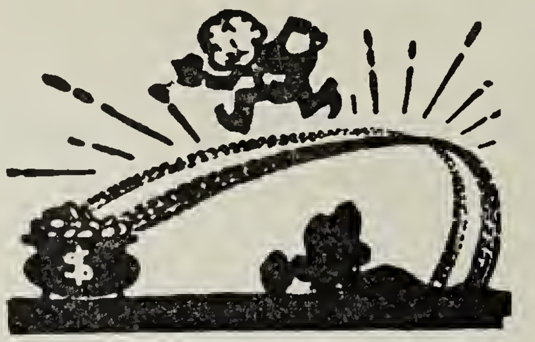
______________________ **Weather:** ______________

City ______________________ **Theatre** ______________

State ______________________ **Exhibitor** ______________

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

Candy Kisses Exploit "Strangers May Kiss"

A NOVEL exploitation campaign which included the distributing of candy kisses, was used by Arthur Catlin, manager of the Loew's Stillman Theatre, Cleveland, Ohio, as part of the extensive campaign he used to put over his showing of the Metro-Goldwyn-Mayer production, "Strangers May Kiss." He was assisted by an M-G-M exploiteer.

Catlin arranged to have four attractive young ladies, attired in black velvet page costumes with black tams and white ribbon sashes across chest and back reading "Strangers May Kiss," distribute bags of candy on the downtown streets. The bags contained copy reading, "Kisses For Every One With a Pair of Red Lips—Enjoy These Sweet Kisses, then see Norma Shearer in 'Strangers May Kiss' at Loew's Stillman."

Arrangements were also made to have two young ladies carry black umbrellas with copy painted in white letters, who were stationed at the two main entrances of the baseball park where the Chicago and Cleveland teams were opening the season. These two young ladies were also used at the Public Hall, where the American Legion were staging a big fight program.

Tags Exploit "Public Enemy"

ONE of the exploitation stunts worked in connection with the run of "The Public Enemy" at the Stacy Theatre, in Trenton, N. J., was the distribution of a bright yellow tag. On it was printed:

> "Last year 17 people were killed and 502 were injured by motor vehicles in Trenton. Be careful—Don't be 'A Public Enemy.' You won't want to be one after you've seen 'The Public Enemy' at the Stacy Theatre."

The tags were widely distributed and, of course, were attached to hundreds of parked motor cars. Incidentally, it was approved of by the motor clubs. The campaign introducing the gang play designed to put an end to all gangs was particularly effective for the picture had the banner opening of the season at the Stacy.

Free Trips Offered by Railroad

THROUGH a tie-up with the Northern Pacific railroad, the RKO Orpheum Theatre, Minneapolis, is giving away a free vacation trip to Seattle, good for two persons, with all expenses, including meals and a room at the Hotel Seattle for a week, paid. The stunt costs the theatre nothing. All the railroad receives from it is screen and lobby advertising. To exploit the free trip, the theatre has an exceptionally fine lobby display, including a miniature train with sound effects. Posters, trailers and handbills also are used to tell about the chances given away with Orpheum tickets.

Publix has a similar stunt for its theatre outside the Twin Cities. Their tie-up also is with the Northern Pacific railroad and they are giving away fre vacation trips to Yellow Stone Park at no expense to themselves. As in the case of the Seattle trip, the transportation and other items are provided gratis by the railroad in return for screen and lobby advertising.

AD - it - orial

More About the Children

By William Jacobs

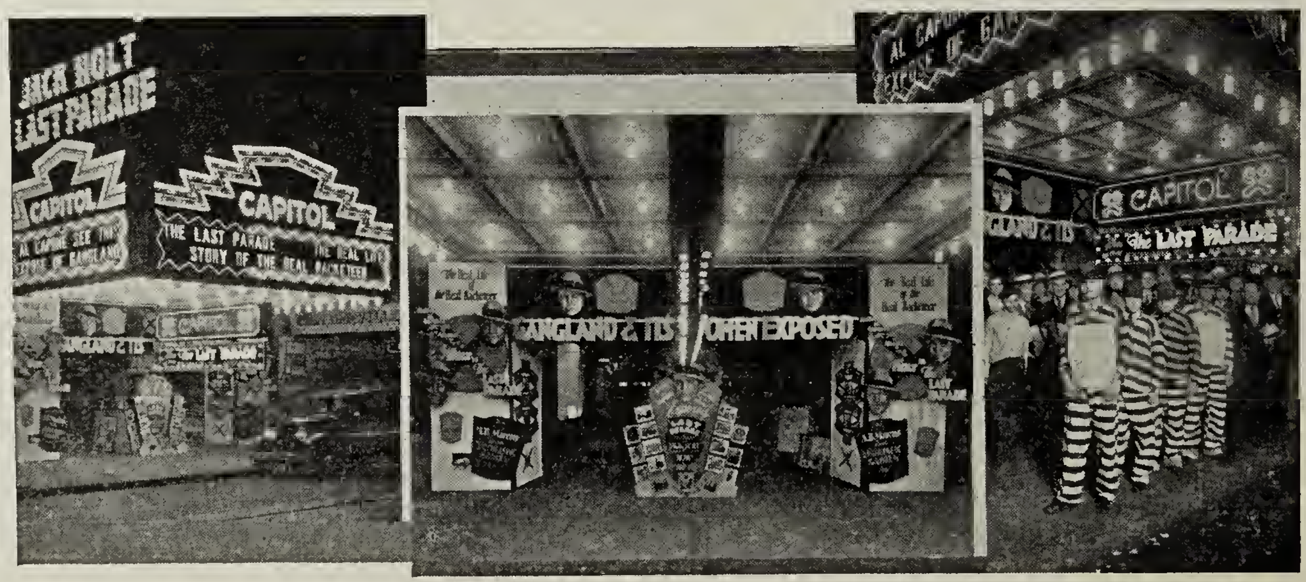
MUCH has been said recently in regard to getting the children interested in pictures. Often schools may discourage their pupils from seeing productions which in the minds of school authorities, are not proper for the younger minds. However, there are scores of pictures which are helpful and good for kids and the schools should recommend such pictures as readily as they attack the other kinds.

In the Fox Theatres' house organ, "The Last Word," is some timely advice to the Fox managers which should be heeded by all theatre owners. Here it is:

"One of your chief obligations is to keep up good school contacts. Advise principals personally when pictures with wholesome child appeal are coming. You can start such a contact on "Skippy" or "Connecticut Yankee," and keep on. In many cases it will be wise to invite teachers and principals to previews, with the good will reacting in their encouraging students to see the film.

"Newspaper tie-ups are possible in which the paper offers paid theatre tickets to kids who sell subscriptions. These tickets must not be advertised as free. The paper should buy them, or make an advertising exchange with the theatre.

"When showing pictures with appeal for children from six to twelve years old, be sure to arrange for announcements during local bedtime story hours on the radio. In many cases you can promote such announcements by an exchange of good will. In New York a continuous friendship with Uncle Robert of WHN has resulted in tremendous child circulation."



"The Last Parade" was put over with the so-called bang when that picture played at the Capitol Theatre in Atlanta recently. In addition to newspaper ads, merchant tie-ups and window displays, the house arranged for an elaborate lobby. At the right is shown a street ballyhoo of four men dressed as prisoners with signs on their backs. Three days before the opening these men paraded the principal streets of Atlanta and aided in arousing interest for the opening.

David Sarnoff, President of Radio Corporation of America Talks on

TELEVISION TODAY and TOMORROW

Issued at Hollywood, Calif.

IN the city of Hollywood, where a great industry has been builded upon the fascinating art of illusion; where men and women play no small part in shaping the thoughts, the ideals, the architecture and the fashions of the civilized world; where the electrical marriage of sound and sight has produced a mighty force to carry America's good-will message to the people of all nations, it seems appropriate to discuss the most recent development in the field of electrical entertainment — television.

Where is television? When will it be ready for the home? What form will it assume? How about the necessary television transmitting stations? What are its likely effects upon the established radio and motion picture industries?

Let us, then, preface any discussion of this subject with the general statement that television, or the process of transmitting images by radio, still is in the laboratory stage. True, rapid progress is being made. The sweep of events during 1930 and the first months of 1931 has been very substantial indeed. Television has been brought definitely nearer commercial development by the research and technical progress of the Radio Corporation of America during this period.

Where Is Television?

One year ago, television was a subject of engineering conversation and a topic for technical dispute. It now has progressed beyond that point. Today, transmission of sight by radio is a matter of accomplishment, not of speculation.

It must be understood, however, that the present sporadic activities in this direction cannot be classed as a practical service. They are purely experimental, but as such deserve encouragement and merit public interest.

Its Form and Progress

The next stage—and I should anticipate its realization by the end of next year—should find television comparable to the ear-phone state of radio. At this point, the public may well be invited to share in its further unfolding.

By that time, television should attain the same degree of development as did radio sound broadcasting in the early period of the crystal set. This does not mean that the actual physical structure of the first television receiver will be similar in any way to the crystal receiver; the similarity will lie in the class and condtion of the service; the visions which first come through the air to the public will be of the same embryonic quality as the first faint sounds which sent mother hurrying to the ear-phone of the boy's crystal set in the attic.

Television in the Home Will not Interfere With Motion Pictures in the Theatre

The motion picture industry need experience no alarm over the impending advent of television.

Transmission by sight by radio will benefit not only the radio industry; it also will prove a welcome stimulant, a pleasant tonic to all the entertainment arts.

There will be no conflict between television in the home and motion pictures in the theatre. Each is a separate and distinct service. History confirms the fact that the creation of a new service for the public does not result in the elimination of an older service, provided each has something of its own to give. On the contrary, many examples might be cited to prove that the reverse is true. The telephone did not displace the telegraph. The radio did not displace the cable. The incandescent lamp did not displace the candle; more candles are being sold today than before the creation of the incandescent lamp. And television in the home will not displace the motion picture in the theatre.

Man is a gregarious creature. Granting that we can develop 26,000,000 potential theatres in the homes of America, public theatres will continue to operate because people will go there in response to instinct for group emotions, and to see artists in the flesh. These are human demands which television in the home cannot satisfy.

Television Transmitting Stations

Before television reaches the practical stage of service it is necessary that several experimental stations for the transmission of sight by radio be established.

The Radio Corporation of America contemplates building several such stations by the end of next year. One will be on top of the new fifty-story RCA building, 570 Lexington Avenue, New York City. Another will be on a still higher building in New York City. These sites have been chosen because height is an important technical factor in the successful transmission of sight by radio. These two stations probably will be located in such manner as to serve New York City and its vicinity.

A third station will be located on the Pacific Coast.

Additional experimental stations may be located in other sections of the country.

Will Help Radio Industry

The effect of television upon the present established radio industry will be beneficial. There will be no interference in broadcasting of sound and of sight. These services will supplement each other and complete the impression upon the human mind by reaching it through both ear and eye. Television broadcasting stations will operate on wave lengths different than those now used for the broadcasting of sound. An entirely different receiver will be necessary; radio sets now used for sound reception are not equipped to receive television.

In reflecting upon the entertainment arts in general, and the motion picture industry in particular, one is impressed by two essential elements which must be regarded as their life blood. The mechanical age with its new instrumentalities only serves to emphasize the importance and to increase the necessity for these two vital elements:

First, the creative element; the domain of the author, the playwright, the composer. The man or woman who has a story to tell or a song to compose will be in demand so long as the art of entertainment endures;

Second, the human interpretation of the creator's work. Someone must speak the playwright's words before they can be placed upon the screen, the radio or the phonograph record; someone must interpret the composer's music before it can come to life through any of the mechanical devices of the electrical era.

These are not the requirements of a day, or week or a year; they are the permanent elements of the entertainment arts. Television, when it arrives as a factor in the field of entertainment, will create a fresh market for this fuel; it will give new wings to the talents of creative and interpretive genius, and will furnish a new and greater outlet for artistic expression. All this will stimulate and further advance the art of motion picture production.

Its Potential Audience

The potential audience of television in its ultimate development may reasonably be expected to be limited only by the population of the earth itself.

Since the dawn of the new era of electrical entertainment, untold millions have been added to our audiences. It is interesting to compare the opportunities of this new era with those of the past. The life-time audience of Demosthenes was not as great as a one-night audience of Amos 'n' Andy. Napoleon and Kaiser Wilhelm, showing themselves in their splendid regalia before all their spectators, never in their lives were seen by as many eyes as saw Richard Dix in "Cimarron." The sound of all the guns and cannons fired in all the wars since the dawn of time did not reach as many ears as does the crow of the proud Pathe rooster on the talking screen.

What May the Public Expect?

The instantaneous projection through space, of light images produced directly from objects in the studio or the scene brought to the studio by remote control involves many problems. Special types of distribution networks, new forms of stagecraft, and a development of studio equipment and technique will be required. With these must come a new and greater service of broadcasting, both of sight and sound.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in **your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Exhibitor's Name ________

House Name ________________

Town ________________

State ________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO GUARANTEED rebuilt Simplex machines complete with new Brenkert reflector arc lamps. A real bargain. Monarch Theatre Supply Co., 154 East Calhoun Memphis, Tenn. tf

ONE COMPLETE turntable and Audak pickup; attachments any projector; good equipment. $20.00 gets both. Public Address Service Co., Dallas, Texas. 6-12

TWO REBUILT SIMPLEX, single bearing projectors, less lamp houses or lenses, both $475.00. Two Strong Junior demonstrators, like new, new lamp guarantee, both for $395.00. American Theatre Supply Co., 310 St. Clair St., Toledo, Ohio. 6-9

GOOD-ALL disc equipment cheap; selling on account of sound-on-film installation. Circle Theatre, 36th and Prospect, Kansas City, Mo. 6-23

FOR SALE—Simplex No. 14,000, $325; three 6 B Powers, $100 each. Doric Theatre, Erie, Kansas. 6-2

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

EQUIPMENT WANTED

WANTED—Strong low intensity lamps; also one pair of Simplex. Must be cheap for cash. B-374, Associated Publications. 6-2

WANTED — Portable talking equipment and projectors; Holmes preferred. Ben Brinck, West Point, Iowa. 6-2

THEATRES FOR SALE

WE ARE EXPERTS on Theatre Sales and Purchases. Send particulars. Address Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 6-2

THEATRES at Villa Grove, Newman and Chrisman, Ill.; populations 2,500, 1,300, 1,200; 15 miles between towns.. Will sell separately or as chain; all sound equipped; no competition. For details write Star Theatre, Villa Grove, Ill. 6-2

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

PROJECTIONIST — 15 years' experience; any sound equipment. Barney Ludesher, 550 Almond, Dubuque, Iowa. 6-23

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad ________ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

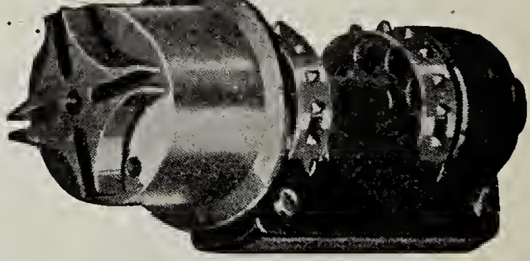
And Send in
Your Reports
to This New
Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES
and SHORTS

Gold Dust Gertie

Warner Bros.—66 Minutes

Cast: Winnie Lightner, Dorothy Shristie, Ole Olsen, Chic Johnson, Claude Gillingwater, Arthur Hoyt, George Byron, Vivian Oakland, Charles Grapewin, Charles Judels, Virginia Sale. Directed by Lloyd Bacon.

Adapted from the play "The Wife of the Party" this bit of screen hokum just seems to miss fire in most shots. The dialogue is neither witty nor interesting and the only thing that holds the story together is the action.

The popularity of Miss Lightner and Olsen & Johnson are the only factors that may make the picture worth while exploiting. Story concerns a manufacturer of bathing suits who believes in marriage for his employees although remaining single himself. Two of his employes (Olson and Johnson) were previously the husband of Winnie Lightner and to satisfy the boss each again marries. Winnie comes around to collect alimony and threatens to expose them. Finding that this would result in their losing their positions she plans to help them. She gets the manufacturer to allow her to exhibit a suit of her own design in the beauty parade and wins the prize as well as winning the boss.

Some good bathing beauty contest scenes are not played up enough and the final chase in speed boats furnishes most of the comedy.—Southwell.

SELLING SEATS: Tie up with bathing suit and speed boat sales agencies. Sell the stars on past performances. Title also offers itself well for exploitation.

The Viking

J. D. Williams—74 Minutes

Cast: Charles Starrett, Louise Huntington, Arthur Vinton, Captain Bob Bartlett, with prologue by Sir Wilfred Grenfell. Directed by George Melford.

Here is one of those so-called "different" films that combines realistic adventure with a screen story to supply the romance. This is an authentic record of the Newfoundland sealers in their quest for pelts among the northern ice packs. The story woven in concerns the rivalry of two members of the sealing expedition for the love of a girl. One, a hardened oldtimer decides to do away with the other who is making his first voyage into the ice fields. The oldtimer goes snowblind after he thinks he has killed his rival and is only saved by the timely finding of the boy who has been lost by the crew on the return to the ship. After a tough journey over the ice with his blinded rival he finally makes land and the usual happy ending with the girl takes place.

The main interest is the work of the sealers which is brought out by some exceptionally fine camera work and the chances they take hold you in suspense as to the outcome. The cast is nothing to write home about but as their part is a minor one the film goes on in a highly entertaining manner. Direction is good and the photography excellent. — Southwell.

SELLING SEATS: Good tieups should be made with fur dealers, and play up newspaper publicity when the "Viking" was blown up.

God's Gift to Women

Warner Brothers—74 Minutes

Cast: Frank Fay, Laura La-Plante, Joan Blondell, Charles Winninger, Arthur Edward Carews, Alan Mowbray, Louise Brooks, Tyrell Davis, Billy House, Yola D'Avril, Margaret Livingston, Armand Kaliz, Charles Judels, Eddie Lambert, Murray Smith, Jacques Vanaire, Douglas Gerrard, Ethlyn Clair, Nena Quartaro, Hazel Howell and the Sisters "G". Directed by Michael Curtiz.

Romantic comedy based on play named "The Devil Was Sick" and containing a cast of names that looks like the "Who's Who" of Warner Brothers. Story concerns a philandering Frenchman (Frank Fay) who finally meets his real love (Laura LaPlante) and her father's conditions to their marriage include a physician's council. The doctor tells him that one more kiss would cause his death, but he decides to have it with his one love in spite of the predicted results. He makes arrangements with the undertaker for his funeral and plans a final rendezvous with the girl. The expected death does not occur and it turns out that it was all a plot to test his love.

Some excellent comedy situations are brought about by the untimely arrival of his former lady friends while he is trying to convince his girl that she is the only one. With the excellent cast a better story should have been chosen and the direction was a bit draggy in spots. However, will prove a pleasing film for most any type audience.—Southwell.

The Good Bad Girl

Columbia—70 Minutes

Cast: Mae Clarke, James Hall, Marie Prevost, Robert Ellis, Nance O'Neil, Edmund Breese, James Donlan, Paul Porcasi, Paul Fix, Wheeler Oakman, George Berliner. Directed by R. William Neill.

Here is a film story of the feminine side of the gangster life that carries plenty of punch and with some smart comedy injected by Marie Prevost.

Mae Clarke as the gangster's sweetheart, who finds an opportunity to get out of the racket and marry a banker's son, wins your sympathy in her battle to go right. James Hall as the son who shows a human side to life by trying to take his wife's part when the truth comes out about her former life.

His parents convince the girl she is in the wrong environment and she leaves without letting them know she is about to become a mother. Marie Prevost as the mistress of a cafe keeper visits the parents and tells them of the child and the boy's mother goes to see the baby and offer financial help. This is refused, but after her former sweetheart is killed in her room after he has made a jail break, she decides that the baby needs its grandparents' protection from whatever gangland may have planned for vengeance. She decides to go away but the timely arrival of the boy from a trip to Paris and learning that he is a father results in the usual happy ending. Will please the average fan and rates fair entertainment value.—Southwell.

SELLING SEATS: Avoid the gangster angle and play up the trials of a girl with a past to go straight. The baby angle has good exploitation possibilities. Ladies' wear shops might go for tie-up on Marie Prevost's lounging pajamas.

A Free Soul

M-G-M—85 Minutes

Cast: Norma Shearer, Leslie Howard, Lionel Barrymore, Clark Gable, James Gleason, Lucy Beaumont. Directed by Clarence Brown.

For sheer dramatic perfomance this picture should win high praise with audiences everywhere. There is more to this production than the looks and alluring personality of Norma Shearer. She has histrionic ability and gives a remarkable performance which tops all her previous successes. There is an excellent cast of which Lionel Barrymore as the girl's father outshines all the others. Here is a real artist.

The picture has a powerful dramatic story with plenty of heart appeal. It is about an ultra-modern girl who lives by her father's theory of life that "we do as we please," until she finally discovers the error of her life and her father's. Then comes one of the most sensational dramatic climaxes of the year wherein the father places his daughter on the witness stand to fight for the freedom of her fiance for the murder of another lover.

The feature is good entertainment anywhere and is strongly recommended as a Sunday attraction. It has a cast of names which should pull.—Jesse.

SELLING SEATS: Play up Shearer above everything. Mode shops should lend their co-operation in stressing her modish dresses. Advertise the picture as dynamic drama with a superlative cast. Stress the dominant theme of the picture in catchlines, such as "She Dared to Live by Men's Code of Ethics."

Short Subjects

Cab Waiting

Vitaphone—18 Minutes

Here's Jack Benny again in a comedy that gets over very well. At times the laughs are far between but as a whole it makes a good short. The story tells of a taxi driver who's chief hobby is correct grammar and when Benny talks to him, the driver corrects all mistakes in English. Even when Jack takes the girl home in the cab the driver contributes the correct grammar to the conversation.—F. H.

Betty Co-Ed

Paramount—8 Minutes

A collegiate short with plenty of spice and ginger. Rudy Vallee and his orchestra are featured and the dancing ball idea is used as Rudy sings a very pretty song. Okay.—F. H.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Heermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

A PROBLEM AND ITS SOLUTION

THE New York end of this industry is anything but optimistic about business for this summer. One of the trade's daily publications carried the prediction that more than double the usual number of summer closings was in prospect for the coming hot months and that this to-be-looked-forward-to situation has the sales managers worried. We don't know on what this guess is based, but it is a serious situation to contemplate, nevertheless.

Why the number of closings should be greater this year than ever before is puzzling, despite the tendency to blame the country's general depression. The great number of cooling equipment installations made in recent years should have lessened the number of hot weather closings with each succeeding year. So there must be some other reason; some reason for which the industry is itself to blame.

It has been evidenced by other amusement attractions that the public is not broke, as some are prone to think. The fact that double features proved for a time to bring extra admissions to the box offices is one indication that there is still plenty of money in the country and that it can be gotten by motion picture theatres. The fact that wrestling matches, boxing bouts and baseball parks are drawing capacity audiences and that the higher priced seats are the first to be sold out is further proof that the public is willing to spend its money. This is not to say that such amusements draw capacity every day. However, that is the case when the attractions offered are big ones. When the Giants play the Cubs, you can figure on an audience of some 70,000 or more. But when the Giants play Cincinnati, which is a weak team, the fans don't turn out in such great numbers.

In recent weeks box office grosses have been big when the picture has been big. By big we don't mean epic pictures, but good substantial entertainment. Gangster pictures have been drawing heavy patronage, but not alone because they were gangster pictures—they have to be good.

There may be other causes for the contemplation of a greater than usual number of theatre closings but the principal cause is poor pictures. It has been demonstrated time and again that good attractions draw good patronage. Where a good attraction fails to draw, a poor selling campaign is probably back of it. This checks the problem that sales managers are worried about right back to their production departments. Producers can save the situation by making better attractions and by releasing as many of them as possible during the next few weeks, when they will be needed the most. Exhibitors can keep their theatres open by getting back of these attractions and plugging them for all they are worth and by injecting every bit of showmanship brains and energy into the big job that is in their hands.

Ben Shlyen

Increase Attendance

With the Tried and Proven

Scooter-Nite

Wins Kids on Sight!

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for on of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 2-3 Cents Per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The
Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) ________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ____________________________ by____________________Mgr.

Town ___________________________________ State _______________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.____________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer Records—33⅓ R. P. M.

NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

JUNE 9, 1931
VOLUME XII NUMBER 3

MOVIE AGE

EXHIBITORS IN NORTHWEST BUYING NEW PRODUCT

PUBLIX DROPS PALACE ADMISSION TO TEN CENTS

INDUSTRY MOURNS DEATH OF ISAAC RUBEN

NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
IOWA
WISCONSIN

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

YOUR PROFIT COMES FIRST

NATURALLY your independent theatre supply dealer is in business to make a profit. But your profit comes first. His profit depends upon your success—your profit—as a theatre man. The proper equipment of your theatre enables you to do a better business at the box office. Your investments in theatre equipment are in direct proportion to the ability of your independent theatre supply dealer to supply you with equipment that enables you to do a better, more profitable business, at your box office.

THE symbol of the Affiliated Theatre Supply Dealers stands for practical service, and assured quality in the equipment you buy from your independent theatre supply dealer. Practical service from your independent theatre supply dealer is not simply the ordinary claim, but based on understanding of YOUR particular theatre, personal acquaintance with you, and experience in meeting theatre needs in every item from lobby to screen.

THE Affiliated Theatre Supply Dealer is interested in selling you only equipment upon which you can make a profit; your profit must come first because when you are satisfied year in and year out with your purchases from your independent theatre supply dealer that dealer's business automatically grows. Your interests and the interests of the Affiliated Theatre Supply Dealer are interlocked. You expect him to know the latest and best in theatre equipment, provided aids to better business at the box office. He knows you expect him to offer only the latest and best and he measures up to your demands upon him. The consistent growth of the independent theatre supply dealers making up this affiliation is proof positive of your independent dealer's ability to render practical, skilled service to you and to your box office.

The Sign of Service AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS *The Mark of Value*

A Nation Wide Organization of Independently Owned Stores

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 2209 Payne.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington, D. C.: Ben Lust Theatre Supplies, 908 Second St., N. W.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Exhibitors Buy Product

Despite Campaign by Steffes, Who Urges Showmen to Lay Off, Exchange Men Say.

The campaign waged by W. A. Steffes, general manager of Northwest Allied States, is proving ineffective and the new selling season is opening up with record briskness, according to Minneapolis exchange managers.

Exhibitors are disregarding the Steffes order to do no buying until after the Allied convention in Minneapolis next September, according to the exchange managers, who say that the theatre owners seem more eager than ever to line up desirable product for next season.

Moreover, it is declared, Allied officials themselves have been among the biggest purchasers of pictures. It also became known that Bennie Berger, president of Northwest Allied, actually accompanied the Columbia sales' staff to Chicago, attending the convention there for the purpose of buying product for three houses under his ownership or supervision. Incidentally, Berger was one of the first exhibitors in the United States to buy the Columbia output last season and has made the statement that he wants to repeat this year.

Mr. Steffes last week mailed large placards to all Northwest exhibitors and exchanges. The cards read: Please hang me up in your office and read daily. Mr. Film Salesman—We are not buying pictures today on account of reduction in admision prices by producer circuits, on account of the unreasonable protection demanded by producer circuits, on account of the double feature policy of the producer circuits, and on account of the most unfair methods ever used by producers despite the general depression, widespread unemployment, closing of many theatres, poor class of products and poor business. Disregarding these adverse factors, the film com-

(Continued on page 5)

Filmdom Loses Prominent Personage

In Death of S. H. Ruben Who Passed Away at Age 63; Heart Disease the Cause.

In the death of Isaac H. Ruben, co-founder of the northwest's largest theatre chain, the Finkelstein-Ruben enterprise, acquired several years ago by Paramount-Publix, Minneapolis has lost one of its most prominent film personages. Mr. Ruben's death was caused by heart disease. He had been ill for more than a year. He was 63.

The funeral, held in Minneapolis last week, was attended by motion picture notables from many parts of the United States. Mr. Ruben's death followed that of his partner, the late M. L. Finkelstein, by four months. Another member of the former F. & R. concern, William Hamm of St. Paul, is critically ill.

After the sale of the F. & R. circuit to Paramount-Publix, Mr. Ruben retired to private life. A son, Edmund R. Ruben, however,

(Continued on page 5)

Palace to A Dime

Publix Lowers Scale to 10 Cents at its Subsequent Run Local Theatre; 2,000 Seats.

Even Publix has come to 10c talkies at one of its theatres of deluxe proportions, the 2,000-seat Palace, Minneapolis. Third and fourth runs are used and there are four changes of bill weekly for the grind. The former admission was 20c. At various times the theatre has housed musical comedy stock, vaudeville and burlesque. There are a number of other grind independents in the loop, several or them less than two blocks away, charging 10c admission.

Publix also has reopened the Lyndale, one of its uptown theatres, for 10c third and fourth-run talkies.

FISCHER NAMED

To Head Wisconsin Unit for Warner Bros.

Milwaukee, Wis. — Frank Fischer, pioneer Wisconsin theatre operator and former owner of a chain of a chain of theatres in the state, has been named general manager of the Warner Wisconsin Theatre, succeeding Bernard Depkin, Jr., resigned. The contact department of the Wisconsin chain has been merged with the Chicago district office.

Three years ago Mr. Fischer sold his chain of theatres to L. K. Brin, local theatre man. Mr. Brin, in turn, disposed of the houses to the Fox and Warner Brothers' organizations. Mr. Fischer formerly lived in Madison, but for the past three years he has been with Warners in Indiana and Illinois.

Incorporates

Milwaukee, Wis. — Articles of incorporation have been filed here by the Metropolitan Amusement Co., for the purpose of operating theatres. Signers of the articles are S. G. Honeck, C. T. Kragel and L. Panka.

To New Post

Milwaukee, Wis.—Joseph Kinsky, formerly manager of Fox's Plaza Theatre here, has been named manager of the circuit's Oriental. He succeeds Wallace James, who has joined RKO in New York. Kinsky has been succeeded at the Plaza by Paul Hayden.

Issac H. Ruben

(Reprinted from the Minneapolis Star)

ISAAC H. RUBEN became one of the Northwest's most successful theatre men without once losing those rare qualities which endeared him to his many friends and associates. Growth of business and access of wealth did not diminish his capacity for sympathy and generosity toward his fellow man, nor take from him the 'common touch' he retained throughout a lifetime of mounting fortunes.

Mr. Ruben's career encompassed the amazing development of motion pictures from its nickelodeon days to the advent of the sound screen. With M. L. Finkelstein and William Hamm, he created the Northwest's first large theatrical chain and rose to affluence.

His charities and benevolences were the natural expression of a personality unwarped by riches and success.

Business Picking Up in Minneapolis First Runs

Minneapolis (week ending June 5) — Business picked up somewhat the past week, but still was below normal. "The Lawyer's Secret," at the Minnesota, was well liked and did fairly well. "White Shoulders," at the RKO Orpheum, also won favor and attracted good-sized crowds. Another pleasing picture was "A Tailor Made Man," starring William Haines, at the Lyric. Patronage was a little better than average at this latter house. "The Finger Points," newest Barthelmess picture, was a fair card for the State, while "The Lady Who Dared," at the Aster, also attracted some attention.

Aster—**The Woman Who Dared** (First National), Billie Dove. **Business:** Fair. **Summary:** The story of a beautiful woman spy and her thrilling adventures. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Lyric — **A Tailor Made Man** (M-G-M), William Haines. **Business:** Good. **Summary:** A clean and amusing comedy of a young man whose vision and confidence in his own ability carry him up the success ladder and enable him to win the girl of his heart. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Minnesota — **The Lawyer's Secret** (Paramount), Clive Brook, Richard Arlen, Charles Rogers and Fay Wray. **Business:** Fair. **Summary:** A gripping drama dealing with the subject of a lawyer's confidences and revolving around a murder for which an innocent man faces execution. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum — **White Shoulders** (RKO), Jack Holt and Ricardo Cortez. **Business:** Good. **Summary:** A thrilling melodrama built about the efforts of a two-fisted man to obtain revenge against the woman and man who wrecked his life. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, sound news.

State—**The Finger Points** (First National), Richard Barthelmess. **Business:** Fair. **Summary:** The exciting story of a newspaper reporter who gets mixed up with gangsters. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

MILWAUKEE

(Week Ending May 27)

Alhambra—**A Tailor Made Man** (M-G-M), William Haines and Dorothy Jordan. **Business:** Fair. **Summary:** A substantial comedy with Haines toned down considerably. **Entertainment Merits:** 85 per cent. **Short Subjects:** Oswald Cartoon, George Sidney and Charles Murray in "Divorce A La Carte," Universal Newsreel.

Garden—**The Millionaire** (Warner Bros., George Arliss, Florence Arliss and David Manners. **Business:** Fair (ended second week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Looney Tune Comedy Paramount News.

Majestic—**Mr. Lemon of Orange** (Fox), El Brendel and Fifi Dorsay. **Business:** Good. **Summary:** Brendel's Swedish accent, his comic face and Eddie Cantor's dialog are the chief items of interest in connection with this picture. **Entertainment Merits:** 85 per cent. **Short Subjects:** Shorts, Newsreel.

Palace — **Young Donovan's Kid** (Radio), Richard Dix, Jackie Cooper and Marion Shilling. **Business:** Fair. **Summary:** A fair production making rather too strong a bid towards arousing the audience's sympathy. **Entertainment Merits:** 85 per cent. **Short Subjects:** RKO News, and Short.

Riverside—**Laugh and Get Rich** (Radio), Edna May Oliver and Hugh Herbert. **Business:** Good. **Summary:** A thoroughly amusing story concerning a boarding housekeeper and her husband. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand — **Strangers May Kiss** (M-G-M), Norma Shearer and Robert Montgomery. **Business:** Fair (ended second week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Charley Chase Comedy, Fox Movietone News.

Warner—**Party Husband** (First National), Dorothy Mackaill and James Rennie. **Business:** Fair. **Summary:** A photoplay concerning a wife who believes in experiments in marriage until she tries them. **Entertainment Merits:** 85 per cent. **Short Subjects:** "Lady of the Lake," Universal Newsreel.

Wisconsin — **Young Sinners** (Fox), Hardie Albright and Dorothy Jordan. **Business:** Fair. **Summary:** A picture concerning the younger generation, taken from the stage play by that name, but revamped so that it loses somewhat of its zest. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox Movietone News.

Birthday Club

Madison, Wis. — The Capital Times-Strand Theatre Birthday Club has been formed here through the co-operation of Fox's Strand Theatre. The club is open to any child in Madison who is 12 years of age or under. Membership is free. Those celebrating their birthdays at the Strand are allowed eight guests, all of whom are admitted free.

Managers Meet

Madison Wis. — Managers of Midwesco Theatres from Madison, Beaver Dam, Janesville and Beloit met here May 27 in conference with S. L. Segelbaum, state manager, and Charles Loewenberg, state supervisor. Similar meetings were held at Oshkosh on May 28 and at Green Bay on May 29.

CONVENTIONEERS

Back From Sales Meeting "All Pepped Up"

Back from the Chicago convention, Ben Marcus, Columbia exchange manager, and his five salesmen are all pepped up and ready to step on the gas and speed away on the new selling season to a banner year. Marcus is thoroughly sold on the idea that Columbia has the greatest lineup of pictures for the new season in its entire history. Incidentally, he announces that "Dirigible," following its $1.50 roadshowing at the Century Theatre, Minneapolis, will be released throughout the territory in the same manner as "Trader Horn," playing all spots on guarantees and percentages.

ULTRAPHONE BUSY

Karatz Announces Many Installations

There are no signs of a depression around the Ultraphone quarters, 34 Glenwood avenue, Minneapolis. Business is rushing. Sales of new sound-on-film equipment have been of record-breaking proportions during recent weeks, it is reported by Ted Karatz, manager.

Charles Perrizo closed his Lyric Theatre, Cass Lake, for four days last week to install a new de luxe Ultraphone sound on film equipment. At the same time he redecorated the theatre.

Among other theatres where the new de luxe Ultraphone sound on film equipment already has been installed or is about to be installed are the Strand Theatre, Dickinson, N. D., owned by Mr. and Mrs. H. M. Knutson; the Auditorium Theatre, Kildeer, N. D., owned by E. H. Maier; New Theatre, Beulah, N. D., owned by Frank E. Marshall and associates; S. R. Cook's Althea Theatre, Dunseith, N. D., Bert Parson's State Theatre, Springfield, Minn. (Mr. Parson has had Ultraphone equipment in his Garden Theatre, Renville, Minn., for almost six months); R. G. Risch's Scenic Theatre, Appleton, Minn.; J. E. Johnson's Lyceum Theatre, Deer River, Minn.; Blackmore Brothers' Diamond Theatre, Duluth, Minn.; F. T. Welter's Grand Theatre, Wausau, Wis. (a $500,000 house seating 1,500 people); R. Schaber's new theatre, Ashley, N. D.; new theatre at Blackduck, Minn.; W. M. Traxell's Moon Theatre, Wilbur, Neb., and H. H. Hall's Strand Theatre, McGregor, Ia.

$1,300 Loot

Sheboygan, Wis.—Robbers entered the Sheboygan Theatre here May 31 and escaped with receipts for three days totaling $1,300. Police who investigated the robbery reported that four doors of the theatre were left unlocked by the employes and it is believed that the robbers entered through one of these doors. Frank Dau is manager of the house and Glenn Ryan, assistant manager.

3 From RKO

Mike Frisch is elated over the fact that three of his RKO pictures in a row go into the RKO Orpheum, Minneapolis. They're "White Shoulders," "Young Donovan's Kid" and "Everybody's Rosy," each and every one of them a box-office knockout, according to the RKO exchange manager.

Exhibitors Buy Product

(Continued from page 3)

panies have again, for the tenth consecutive season, announced an increase in film prices. Therefore we will not buy pictures until after the Allied's convention in Minneapolis, Sept. 9 and 10."

In connection with the admission reduction clause, film row is recalling that Mr. Steffes was one of the first Minneapolis exhibitors to reduce admission prices at his North Side house, forcing competing houses to do likewies.

Exhcange managers say there are a few exhibitors who always follow Mr. Steffes' instructions implicitly, but they are very small in number. Most exhibitors are actually taking the initiative in going after new season product, it is declared. They realize they will need pictures to keep their theatres open and that their box-office success depends upon the calibre of product obtained, it is pointed out.

The Paramount exchange has broken records in number of contracts signed and business is going along at an unprecedented pace. The company's salesmen find most exhibitors hopeful that the new season will bring prosperity in its wake. The present dullness, it is recalled, is seasonal.

Mike Frisch of RKO says he has no cause for complaint—that business is going along in normal fashion with indications pointing to one of the best seasons yet for RKO in Minneapolis.

The Columbia selling season is just starting, but the number of inquiries already received indicate record sales, according to Ben Marcus, exchange manager. He says many exhibitors have indicated a willingness to negotiate at this time for new product.

Similar reports come from other Minneapolis exchanges where business is proceeding at a fine pace with results everything that can be desired, exchange managers declare.

Open Camden

The new Camden Theatre, Minneapolis, an uptown house, independently operated, was opened last week. The house seats 350 and is equipped with Ultraphone. L. Kopman is owner and manager.

One of the biggest novelties in Minneapolis last week and one which excited considerable attention and talk was a checker tournament in the RKO-Orpheum Theatre lobby. The theatre engaged Bert Titus, state checker champion, who met all comers during the week. The public was invited from the theatre screen and in newspaper ads to take Mr. Titus on.

PRESS TIE-UP

Minnesota and Tribune Co-operate

Cliff Gill, Minnesota theatre exploitation head, engineered a big tie-up with the Minneapolis Tribune when that newspaper introduced its new comic strip, "Popeye the Sailor."

The theatre named its organ novelty after The Tribune feature and a song was composed about the sailor. A lobby display consisting of a demonstration on the making of a comic color page also was given the paper.

In return for the organ novelty and lobby display, The Tribune gave the Minnesota Theatre four large ads totaling 150 inches. These ads ran in both the morning and evening editions and carried a small amount of copy on the comic strip, the balance of the space being devoted to a plugging of the Minnesota show. The Tribune also carried news stories concerning the Minnesota program and tieing up their feature in the show.

NORMA QUITS

Contract Called for Two More Pictures

Hollywood — Norma Talmadge asked for and was granted her release by Samuel Goldwyn from her contract with United Artists. The agreement called for two more pictures. The reason, according to Mr. Goldwyn, was that Miss Talmadge desired the privilege of choosing her own stories, which request is at variance with the policy which the producer has established.

Novel Matinee

Madison, Wis.—An ice cream matinee was recently staged at RKO's Capitol Theatre here which was a huge success. The attraction on the screen was "Young Donovan's Kid" and the ice cream, furnished by a local dairy, was dispensed to the hundreds of kiddies by Roundy, local newspaper columnist.

To Start Western

Hollywood — Shooting having been completed on Columbia's Buck Jones big outdoor special, "Branded," production on "Ex-Ranger," temporary title of the company's next vehicle for the rugged westerner, will begin as soon as a suitable supporting cast has been signed. The picture is the second production in the new Buck Jones series under the cowboy star's recetn long term Columbia contract.

PITY TO CLARA

Sylvia Sidney Says Star Is Too Generous

Clara Bow is "a pathetic little girl," according to Sylvia Sidney, motion picture star, who is visiting in the Twin Cities.

Miss Sidney knows Miss Bow intimately, having worked on the lot with her and visited at her home. She broke into the Hollywood limelight as a star when Clara suffered a nervous breakdown after her legal battle with her former secretary, Daisy DeVoe. When Miss Bow went to a sanatorium, Miss Sidney was assigned to take her place in the stellar role of a picture under production at the time.

Placing Miss Bow in the Hollywood 'maelstrom' was like sending a baby out to make its own way," says Miss Sidney. "Clara is and always has been the victim of her own warmheartedness and generosity. She can't defend herself against any kind of an appeal."

A career in the talkies means a high strung life and plenty of hard work, according to Miss Sidney. There are innumerable trials and tribulations for the young women who enter the profession, she says.

Convention!

Milwaukee, Wis. — The state Mickey Mouse convention was held June 6 at the Wisconsin Theatre in this city. Delegates from 17 Wisconsin cities attended the meeting, which included a show at the Wisconsin and a banquet at the Hotel Schroeder.

Mickey Mouse Clubs now have a membership in the state of 25,000 children under 14 years of age. Fox operates houses in all of the 17 cities from which the delegates hailed.

Pictures Moved Up

Hollywood—Howard Estabrook will begin the screen adaptation of "Frontier," a Richard Dix starring vehicle, when he completes adaptation of "Are These Our Children?" Wesley Ruggles' next assignment. William LeBaron announces that "Frontier" has been moved up on the producing schedule to satisfy public demand for Dix in another vigorous American role such as he had in "Cimarron."

Sign Muni

Hollywood—Paul Muni has been selected by Howard Hughes for the leading role in "Scarface," the forthcoming underworld thriller by Armitage Trail.

Isaac Ruben Dies

(Continued from page 3)

is divisional director for Publix in the Northwest.

Mr. Ruben was noted for his many benefactions. His charities were numerous and widespread. He was held in high esteem both in and out of the theatrical profession.

Starting to earn his livelihood as a newsboy on the Syracuse, N. Y., streets, Mr. Ruben worked his way up to a position of the highest standing as well as affluence in his profession and community. The F. & R. theatre chain was started with a small capital. The motion picture industry then was in its early and experimental stages and the venture involved considerable risk. When the partners opened their first theatre, the Princess in St. Paul, they spent $15 on a film and charged 10 admission.

From this small start of one theatre, the enterprise expanded to a point where, at the time of its sale to Paramount-Publix, it comprised more than 150 theatres, employed 2,000 persons in 27 northwest towns and cities and paid out $5,000,000 annually overhead expenses.

Before entering the motion picture busines, Mr. Ruben, who came west as a youth, was employed in mercantile and clothing houses in Chicago. He later moved to Des Moines, Ia., and opened a clothing house. Foreseeing the possibilities in the movie field and regarding the Twin Cities as fertle ground, he came to St. Paul and interested Mr. Finkelstein, then a jeweler, in the Princess Theatre enterprise. The success of the Princess was instantaneous and the partners branched out by leasing the Grand Theatre in Minneapolis. Expansion proceeded slowly until Mr. Hamm joined the enterprise 12 years ago when it began to branch out rapidly. Paramount-Publix is reported to have paid in excess of $6,000,000 for the circuit.

Douglas Pratt, RKO home office representative from New York, was a Minneapolis visitor last week, conferring with Mike Grisch, Minneapolis RKO exchange manager.

* * *

After a serious illness, Morris Abrahams, Metro-Goldwyn veteran exploiteer. is back on the job again. The boys all are saying "You can't keep a good man down."

* * *

Among exhibitors who came to Minneapolis film row last week to book pictures were Klug & Klug, Zumbrota, Minn.; M. Joffee, Liberty Theatre, Kenyon, Minn.; E. H. McDonald, Hammond, Wis., and and Baldwin, Wis., and H. B. Smootz, Little Falls, Minn.

HEART OF N. Y. ATHROB AS STARS OF "CIM" AND "SKIPPY" SMASH TOWN . . .

Sophistication Ditched! Heart

NEW YORK'S GREATEST CRI

William Boehnel, World-Telegram

"Dix has topped his work in 'Cimarron.' Has all the ingredients a popular film should have—laughter, tears, and thrills. Excellently played and directed. It's worth seeing."

Regina Crewe, N. Y. American

"Richard Dix does it again! . . . offers a gripping characterization which equals his best efforts. Ideal combination of thrills, tears and laughter . . . about the acme of popular motion picture entertainment. Highly hilarious sequences fill the Mayfair with long, loud laughter . . . furtive kerchiefs dab at tears that just won't stop flowing. Our congratulations to Radio Pictures on 'Young Donovan's Kid.' It's a winner."

Irene Thirer, Daily News

"Here's one to make you laugh and cry. It's a tear-jerker . . . all of its sentimentality rings true. Loads of action and a big kerchief full of tears. You'll go strong for 'Young Donovan's Kid' if you're human—and who isn't?"

Don Hancock, Film Daily

"Jackie Cooper gives remarkable performance in tear-producing drama. Great audience appeal. Tear-jerker par excellence . . . sure-fire audience getter."

Batter Down Depression With This B.O.Dynamite

RICHARD DIX AND JACKIE COOPER BREAK RKO-MAYFAIR RECORDS IN YEAR'S GRANDEST TEAR-JERKER "YOUNG DONOVAN'S KID"

Interest Has Field Day!

TICS WRITE THIS TITAN AD:

Julia Shawell, Evening Graphic

"Gangster vehicle for Richard Dix worthy of 'Cimarron'. Dix and Jackie Cooper give outstanding performances...had every audience sobbing yesterday. Dix is grand. Packs an appeal that should make it a smash hit in the program variety. Best attraction the Mayfair has had in many weeks."

Motion Picture Daily

"Highly dramatic and entertaining talker. Human interest story which packs a wallop throughout."

Pare Lorentz, Evening Journal

"Great performance given by Jackie Cooper ... a youngster who will tear your heart out ... a child actor with enough appeal to melt the heart of an undertaker's assistant. He's great. That lad could perform 'Macbeth' and I'd like it."

Marguerite Tazelaar, Herald Tribune

"Strong human interest film ... directed with admirable speed. Dix a melodramatic performer of the first water ... Jackie Cooper a moving and convincing actor."

Radio PICTURES

....Supreme Set-up for Hard Hitting Premieres

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."

SOUND PICTURES AND TROUBLE SHOOTERS MANUAL
PRICE 7 50/100
1930
CAMERON PUBLISHING CO.
S
PI

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel
("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA

OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

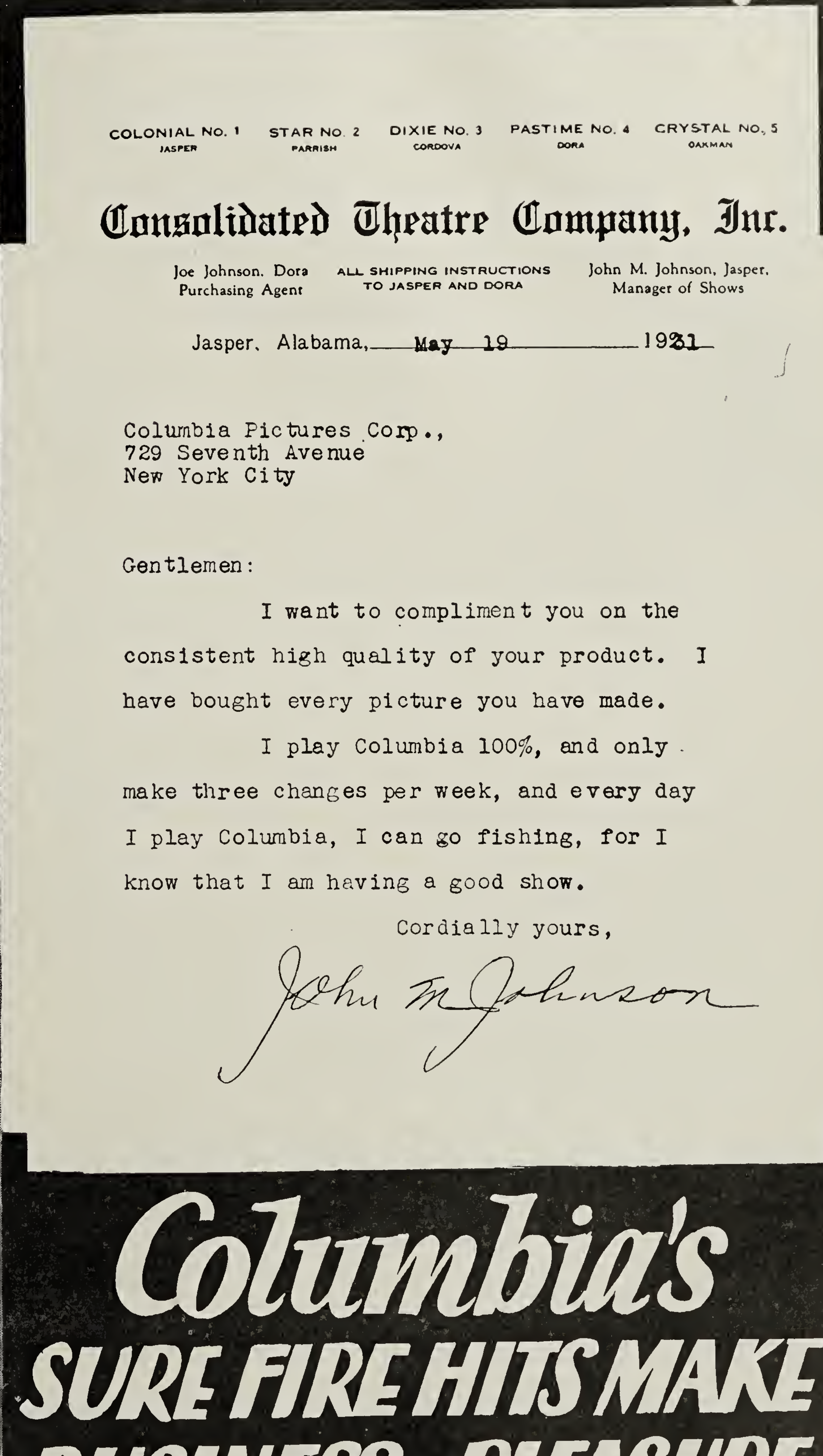
The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., **Kansas City, Mo.**

We're not FISHING for Compliments but HERE'S A TRUE FISH STORY THAT WE'RE PROUD TO PRINT!



COLONIAL No. 1 JASPER STAR No. 2 PARRISH DIXIE No. 3 CORDOVA PASTIME No. 4 DORA CRYSTAL No. 5 OAKMAN

Consolidated Theatre Company, Inc.

Joe Johnson, Dora
Purchasing Agent

ALL SHIPPING INSTRUCTIONS TO JASPER AND DORA

John M. Johnson, Jasper,
Manager of Shows

Jasper, Alabama, May 19 1931

Columbia Pictures Corp.,
729 Seventh Avenue
New York City

Gentlemen:

I want to compliment you on the consistent high quality of your product. I have bought every picture you have made.

I play Columbia 100%, and only make three changes per week, and every day I play Columbia, I can go fishing, for I know that I am having a good show.

Cordially yours,

John M Johnson

Columbia's SURE FIRE HITS MAKE BUSINESS a PLEASURE!

Exclusive Service for RKO-Pathe Stars

Hollywood — The RKO - Pathe stars are going to appear exclusively under its banner, according to Ned E. Depinet, vice-president and general sales manager of the company. The six stars composing the Personality Group are Constance Bennett, Ann Harding, Helen Twelvetrees, Ina Claire, Bill Boyd and Eddie Quillan. In addition, six feature Westerns will be produced.

RKO - Pathe is making excellent progress on its schedule of 21 star specials in the Personality Group announced for the new season. Already four specials have been completed and two are in production. Chas. R. Rogers, vice-president in charge of production, has his studio functioning at top speed.

Ned Depinet

Constance Bennett will be starred in four productions, the first of which is "Common Law," by Robert W. Chambers. Paul L. Stein recently completed the direction of this feature which is said to far surpass Miss Bennett's recent vehicles, "Born to Love" and "Sin Takes a Holiday," which enjoyed box-office success.

Helen Twelvetrees is now making the second of her quartette of vehicles. "A Woman of Experience," the star's first release, is a dramatic story by John Farrow which was directed by Harry Joe Brown, associate producer at the RKO-Pathe studio. William Bakewell plays opposite Miss Twelvetrees in a cast that includes Lew Cody, H. B. Warner, Zasu Pitts, Franklin Pangborn, Nance O'Neil, George Fawcett and Edward Earle. Helen's second release, which is being made under the title of "The Mad Marriage," is a Jack Lait story.

Ann Harding will start her season's quartette with a Pamela Wynne story temporarily titled "Devotion."

Ina Claire's appearance in the Personality Group is in "Rebound," a talking picture version of the Donald Ogden Stewart play produced by Arthur Hopkins in which she scored on the stage. Edward H. Griffith, director of "Holiday," guided the star in this vehicle.

Eddie Quillan has completed "Sweepstakes," first of his four specials. Marion Nixon plays opposite Eddie and James Gleason is chief aide in fun-making.

Bill Boyd has started his four he-man specials with a dramatic story by Octavus Roy Cohen, being made under the tentative title of "The Iron Chalice."

Production on the two-reel comedy program is well apace with the feature output. An ambitious part of the company's plans for next year are its short subjects. The high spot of the shorts will be "Floyd Gibbons' Supreme Thrills," supervised for the Van Beuren Corporation by A. P. Waxman and Michael Mindlin.

JUNE RELEASES

Para. Announces Some New Product

New York—Charlie Ruggles' first starring picture and Charles Rogers' first dramatic characterization will constitute the highlights on Paramount's June release schedule. Ruggles, who has been stealing pictures ever since his appearance as a screen comedian, gets his big chance in "The Girl Habit," in which he is supported by Sue Conroy and Tamara Geva. Rogers' role as the cowardly young spendthrift in "The Lawyer's Secret" is a powerful one which he plays in a manner which will astonish those who have seen him in nice boy parts, according to reports.

The June release schedule is as follows:

June 6: "The Lawyer's Secret" featuring Clive Brook, Richard Arlen, Charles Rogers, Fay Wray and Jean Arthur and directed by Max Marcin and Louis Gasnior.

June 13: "The Vice Squad," featuring Paul Lukas, Kay Francis and Helen Johnson and directed by John Cromwell.

June 20: "Newly Rich," featuring Mitzi Green, Jackie Searl, Edna May Oliver and Louise Fazenda and directed by Norman Taurog.

June 27: "The Girl Habit," featuring Charlie Ruggles. The cast includes Donald Meek, Sue Conroy and Tamara Geva. Direction by Eddie Cline.

June 27: "I Take This Woman," co-featuring Gary Cooper and Carole Lombard and co-directed by Slavko Vorkapich and Marion Gering.

Resume Chimps

Hollywood — After a long layoff, the popular Tiffany Talking Chimps resume work again on 'Cinnamon," a burlesque on the current western super feature of a similar name. "Africa Squawks" is the most recent chimp talker completed.

NEWS BRIEFS

Ralph Ince, producer, director and star in his own right, has been secured by RKO-Pathe to play one of the featured supporting roles in "The Iron Chalice," Bill Boyd's first starring picture on the new program.

* * *

John Francis Dillon, director of innumerable recent screen hits, has been signed by Columbia Pictures to direct "Pagan Lady," an adaptation of William Du Bois' sensational stage play of the same title.

* * *

Two Universal features were completed last week at Universal City simultaneously. They are "East of Borneo" and "Ex-Bad Boy."

* * *

Carman Barnes, school girl author who became a Paramount star overnight as a result of a recent screen test, will make her film debut in "The Road to Reno," in which she will be co-featured with Charles Rogers.

* * *

Two sisters playing the role of sisters in a motion picture is one of the rare film developments which has just taken place in the forthcoming production of "Personal Maid," work on which has been started in Paramount's New York studio. Nancy Carroll will star in the role of Nora, the personal maid, and announcement is made that the role of Nora's sister, Anna, will be played by Terry Carroll, sister of Nancy.

* * *

On the strength of his success with several comedies he directed during the current season, William Goodrich has been assigned the post of principal director on the Educational comedies to be made next season at the Educational studios.

* * *

Howard Hughes's air comedy, which is being made as a companion picture to "Hell's Angels," will be released under the title of "Sky Devils." It had been in production since Monday as "Ground Hogs."

* * *

Trem Carr production this week on another Tiffany action western "Near the End of the Trail," starring Bob Steele. Marion Shockley has been chosen for the leading feminine role. Wally Fox will direct.

* * *

"Women of All Nations" and "Daddy Long Legs," two forthcoming Fox productions, are to be released on a day and date basis in 300 cities, the first named starting May 29.

* * *

After three weeks of search, Director Frank Borzage has awarded the lead in Vina Delmar's "Bad Girl" to Sally Eilers.

JOE BRANDT
president of Columbia Pictures Corp., who declares he is opposed to salary cuts within his organization. "More money can be saved in careful production in the studios than in the minor sums deducted from the pay of men and women in the field," Brandt declares.

WITH COLUMBIA

Medbury Remains Under Strict Contract

New York—Because of rumors current in the press to the effect that John P. Medbury has been signed to do a series of shorts for another company, Columbia Pictures makes the following announcement:

John P. Medbury is under an exclusive film contract to the Walter Futter organization, to make a series of thirteen featurettes to be known as Columbia "Travel-laughs." Mr. Medbury will write the dialogue and supply the offstage voice as well. According to the terms of the contract, Medbury is prohibited from writing for any person or corporation with the exception of the King Features Syndicate, which organization has distributed his columns, "Mumble and Mutter" and "Maybe I'm Wrong," for a number of years.

Extend Contracts

Hollywood — William LeBaron, vice-president in charge of RKO-Pathe Pictures production, has announced the extension of four important contracts. The new long term agreements are with Lowell Sherman, actor-director; Herbert Brenon, director; Hugh Herbert, actor-writer-director; and Ivan Lebedeff, now being featured in his own story, "Strange Women." Lowell's first acting-directing vehicle, under his new contract, will be "Honor Be Damned," an adaptation of Willard Mack's stage play. Brenon's next story has not been selected.

Operators Agree to Rebates

During Summer Months; Plan Affects Only Major Circuits; 427 Units Agree to Plan.

New York—Although so far the plan does not affect the independent theatres and small circuits, it is understood that projectionists' unions throughout the country have agreed to a plan by which their members employed by six major circuits throughout the country will rebate part of their summer wages. The plan was proposed by William Canavan, president of the I. A. T. S. E. and M. P. O. Results of the national vote on the subject taken by 685 locals indicates that 427 units have agreed to the idea.

The plan, which is said will relieve big exhibiting organizations during the hot months, was instituted June 8. Projectionists receiving $60 a week or less will rebate five per cent while those getting more than $60 will turn back 7½ per cent. Circuits involved are Publix, Loew, Warner Bros., Fox, RKO and Universal.

SCREEN ADS TO REMAIN HERE

Despite Recent Reports to the Contrary; Sponsors Haven't Cancelled Their Appropriations.

New York — Despite the fact that sponsored shorts have been reported dropped by several producers, advertising appropriations have not been cancelled by national advertisers, it is reported here.

Several of the national advertisers believe that, although some of the major circuits have dropped the idea that the move is a temporary one and that the sponsord short will again gain popularity with the coming of fall and winter.

According to Bernard Lichtenberg, chairman of the Association of National Advertisers and vice-president of the Alexander Hamilton Institute, advertisers will turn to vaudeville acts as a publicity medium. He believes such a movement would reopen thousands of dark vaudeville houses.

It is also reported that Fox Theatres are considering the possibilities of local ad-film tie-ups with merchants.

Pictures Not Blamed

For Poor Attendance at Theatres, According to B. P. Schulberg, of Paramount.

Hollywood—Poor product is not the cause of poor theatre attendance, according to B. P. Schulberg, in charge of Paramount studios, who says the reason for the falling off of business is because the people haven't the money.

"We have learned that pictures are not a necessity, although we long had held the belief that the world could not do without films," he said. "There never have been better pictures than in the last year."

In speaking before the Academy of Motion picture Arts and Sciences last week, Schulberg said that negative costs must be cut from 20 to 40 per cent to conform with the lessened buying power. Discusing production costs the Paramount studio chief said he could not understand why 140,000 feet of film should be shot to make a 6,000-foot picture. "Too much time is wasted on unnecessary shots that never go into pictures," he declared.

SCREENS TO AFRICA

Circuit Now Has 73 Vocalite Surfaces

Roosevelt, N. Y. — The Beaded Screen Corporation has just shipped nine additional Vocalite beaded sound screens to African Theatres, Ltd., at Johannesburg.

This brings the total installations of Vocalite to 73 screens, or a total of 20,121 square feet, for this circuit of theatres.

Other recent installations among the major theatre circuits include a Vocalite beaded screen at the Paramount-Publix Kingston Theatre, Kingston, Pa., and another at the Publix Broadway Theatre, Newburgh, N. Y.

The Vocalite beaded screen is fast becoming the industry's recognized projection surface.

URGES "REPEATS"

Paramount Suggests Return of "Skippy"

New York—Due to the tremendous and continuing popularity of "Skippy," Paramount has issued an eight-page broadside calling the attention of exhibitors to the profits possible with repeat bookings of the picture.

The broadside, which is illustrated and of press book size, points out that school is or will soon be out and that children who missed the first showing of the picture should have another chance to see it. It also contains reports of the business done by "Skippy" and outlines plans for publicizing repeat showings.

This is the second repeat-booking broadside ever issued by Paramount. The first was distributed to boost return engagements of "With Byrd at the South Pole."

Tarzan Story

Hollywood — Edwar Rice Burroughs, author of "Harzan of the Apes' 'and its various sequels of African adventure, as well as many other novels bordering on the weird and fantastic, has been commissioned by Metro-Goldwyn-Mayer to prepare an original screen script woven about the character of Tarzan. No title is yet announced for the story.

Starts Thriller

Hollywood — "The Mystery Train," a melodramatic thriller, will be the next story to be produced in the series of feature pictures Larry Darmour is making for the independent market.

Innocent Exhibitor Favored by Ruling

New York—A decision on exhibition contracts, which is expected to have universal effect, was made in the supreme court, New York county, last week when Judge Valente ruled that in event of a dispute over the right to a picture, the second exhibitor to buy the product constitutes an innocent party in the situation and as this party must not be injured, he is entitled to the film.

The decision was rendered in a case wherein Coy Operating Co. asked an injunction against Tiffany and RKO and the Long Island Operating Co. to prevent the latter from playing "Hell Bound" ahead of it. Judge Valente denied the petition and dismissed the complaint.

The petitioner claimed that by virtue of contract, it had prior right to play the picture at the Merrick Theatre, Jamaica. The defendants declared that the picture Coy had bought was specified as James Cruze production Number 190 and not "Hell Bound."

New Title

Hollywood — "Transgression" is the new title that supersedes "The Next Corner," Herbert Brenon's latest production for Radio Pictures.

TO COMPLETE 12

Fox Has Good Start on New Program

Hollywood—Twelve of the 48 pictures on the 1931-32 Fox Film program will be completed before the beginning of the new season on August 9. New improvements at the Fox Film studios have enabled work to progress at greater speed than ever before.

"Young As You Feel" and "The Plutocrat," both starring Will Rogers, are two of the twelve productions. Others are "Transatlantic," with Edmund Lowe, Lois Moran, Greta Nissen and Myrna Loy; "Merely Mary Ann," with Janet Gaynor and Charles Farrell; "Wicked," with Elissa Landi, Victor McLaglen and Allan Dinehart; 'She Wanted a Millionaire"; "Over the Hill," with Mae Marsh; "The Brat," with Sally O'Neill; "Sob Sister"; "Riders of the Purple Sage"; "Skyline," with Thomas Meighan, Maureen O'Sullivan and Hardie Albright, and "Bad Girl," with Sally Eilers and James Dunn.

Quillan's First

Hollywood — Eddie Quillan's first vehicle on the new season's RKO-Pathe schedule will be "Sweepstakes," a comedy melodrama of the race tracks in which Marion Nixon and James Gleason are the chief support.

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.

NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

THE BAROMETER

REPORTS
OF RESULTS AT THE
BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

FOX

Body and Soul, Charles Farrell—Business poor. No drawing card for a small town. Lost money on it.—L. J. Parent, Gem, Winthrop, Maine.

M-G-M

Parlor, Bedroom and Bath, Buster Keaton—Keaton in a laugh fest that will knock them cold. Good for two nights anywhere. Picture could stand a little censoring in spots. Plenty of funny action. Advertising good. Recording on disc fair but they won't hear half the talk anyway on account of the laughter.—J. W. Crabtree, Metro, Clarendon, Ark.

Billy the Kid, John Mack Brown —A good six reel picture stretched into a poor 11-reel feature. Draggy in many places. Has some spots of good action. Will please about 50 per cent. Too long for Saturday Nights. Advertising good and will draw them in.—J. W. Crabtree, Metro, Clarendon, Ark.

Never the Twain Shall Meet, Leslie Howard — Business was fair. Good photography and good acting. Weather okay.—J. W. Bishop, Ansonia, Wadesboro, N. C.

Gentleman's Fate, John Gilbert, Louis Wolheim. Made the big mistake of playing this on Saturday night. It is 10 reels too long. John Gilbert O. K. as to voice. Just no story to work with and what little there was dragged out about 4 reels too long. Ending by Gilbert getting killed. As one patron said, "Wish they had croaked him in the first." Gilbert pulled off a cry scene when he found his girl had married someone else that made the house laugh heartily. Don't believe this picture will please over 25 per cent in small towns. Recording on disc spotty. Advertising poor, especially the 11 by 14's.—J. W. Crabtree, Metro, Clarendon, Ark.

Trader Horn — A picture with many thrills and action. Not a good picture for small towns.—Elma Theatre, Elma, Iowa.

PARAMOUNT

City Streets, Gary Cooper—Fast moving, highly entertaining gangster picture with a great ending. Good business in fair weather.—J. W. Bishop, Ansonia, Wadesboro, N. C.

RKO

Cimarron, Richard Dix—A great picture, pleased everyone. Doubled our box-office receipts.—Elma Theatre, Elma, Iowa.

STATE RIGHTS

Clearing the Range, Hoot Gibson —Did good business. Good outdoor western drama. Will appeal to small town audiences. Weather fair.—Half Moon Bay Theatre, Half Moon Bay, Calif.

Clearing the Range, Hoot Gibson —We greatly enjoyed having Hoot Gibson back on the screen again in a good clean comedy and action picture. The star always draws the crowds and pleases everyone.—Broadway, Burlingame, Calif.

Ten Nights in a Bar-room, Wm. Farnum—Unusually fine entertainment. Audience reaction great.—C. C. Brown, Majestic, Kankakee, Ill.

Primrose Path, Helen Foster.—Picture good but business bad. We think title was bad for us.—Roxie, Reno, Nev.

TIFFANY

Caught Cheating, Charles Murray and George Sidney—This picture is far below what the critics said for it. They said plenty of laughs. Audience walked out unpleased. Don't do any extra advertising on this one.—C. F. Bonner, Community, Pine Bluff, Ark.

UNIVERSAL

Resurrection, John Boles — Business poor and on a Saturday night, too. Don't waste money on it. Poor for small towns.—L. J. Parent, Gem, Winthrop, Maine.

Fingerprints, serial. Here is a real serial, one that will keep'em guessing and bring them back. Exciting suspense, action, good story. Only kick is that the heroine is as ugly as the proverbial mud fence. Hard to get any enthusiasm up over a sister like that. The girls all feel sorry for the poor hero for falling for a dame like that, and the boys wonder why in the h— he don't let her drown so he could pick a nifty looker. However, the action and story are so good that you can overlook some things. On fifth episode and every one has been more than good. Recording on disc good. It will make money for you.—J. W. Crabtree, Metro, Clarendon, Ark.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC.,
4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title

Star Producer

Business and Comment:

Weather:

Title

Star Producer

Business and Comment:

Weather:

City Theatre

State Exhibitor

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Shorts Importance Stressed by Roach

Hollywood—Importance of playing up short features in advertising is stressed by Hal Roach in commenting upon the new M-G-M short product line-up. Roach declared exhibitors are finding it profitable to give name comedies "the advertising space they deserve."

"The important thing now," he said, "is for the small exhibitors as well as the men in the big city to increase their profits by proper exploitation of shorts.

"I suppose many exhibitors don't realize the difference between ordinary program fillers and comedies which, from every production angle, must be looked at the same as feature productions. For many years our aim has been to make our comedies short features in the exact meaning of that phrase. We are selecting stories and casting for type exactly as we would do for full length pictures. We are leaving no stone unturned to produce dialogue comedies differing from longer features only in the matter of footage.

"Some theatre managers have had the idea that a feature must be plugged even if it is a bad one, just because it is a feature picture. I can't agree with that. If a grade A comedy is placed on a program with a grade C feature picture, is it fair to disregard the comedy in billing and thus overlook a chance to build up the weaker feature picture?"

Forty comedies are on the 1931-32 production schedule at the Roach studio, now under way. These include eight Laurel-Hardy pictures, eight releases in the new Zasu Pitts-Thelma Todd series, eight Charley Chase comedies, eight "Our Gang" films and eight Boy Friends releases.

---o---

Feminine Trade

A "WOMAN'S Page" clip sheet, edited by Eve Bernstein of RKO-Pathe, is being sent to editors as an added accessory in the exploitation of the company's women stars. Sheet carries fashion stories, recipes, style descriptions and other items of interest to the feminine public.

Newspaper Extra For "Finger Points"

HARRY MARTIN, manager of the Brown Theatre, in Louisville, Ky., startled people in his city by preceding the showing of Richard Barthelmess in "The Finger Points" by issuing a newspaper "extra" dealing with the "Murder of a Well-known Reporter." The extra was issued late in the evening, loud lunged newsboys carrying it into all sections of the city.

The pink issue had all the earmarks of a genuine newspaper and created a lot of excitement. Martin followed the "extra" with a midnight showing of "The Finger Points," crowding the theatre to the limit and getting the biggest opening gross the Brown Theatre has known.

---o---

Here's Inexpensive Exploitation

J. W. CRABTREE, manager of the Metro Theatre, Clarendon, Ark., put over a dandy, inexpensive stunt for "Behind Office Doors," the total cost of the compaign being $4.35 and this was for newspaper space.

Crabtree borrowed an office door and put it between two 3-sheet boards, giving the effect of an entrance to an office. Silhouette figures of a man and a woman embracing were pasted on the glass door. An electric light was put behind the door and the whole thing placed in the lobby.

A sign was placed over the door which read: "For Adults Only. This picture not suitable for children or foxy grandpas with high blood pressure." One-sheet boards were placed on each side of the display. The total expense of this display was NOTHING. The office door was secured for two passes.

In addition to this display Crabtree used 500 heralds, three one-sheets, one set of 11x14's, two 3-sheets and one specially made sheet using clippings from press sheet.

According to Crabtree, the lobby display "attracted attention and plenty of it."

AD - it - orial

The Theatre Seeks the Patrons

By William Jacobs

REAL ability now takes its rightful place.

The bluffers, braggarts, credit grabbers and lobby showoffs have had their day at advertising.

During the days of prosperity they bloom in artificial glory. In periods of depression they die miserably.

When every family had an overflowing surplus, it was no problem to fill seats. The chief worry then was to build theatres with huge capacities so that one could see and hear from any point.

People sought the theatre then. They stood for an hour or more in lines formed four abreast on sidewalks. They then waited in lobbies, crowded and rushed down the aisles for choice seats. They cut their dinner and lunch hours short in order to beat the crowd. They studied schedules. They climbed long stairs to balconies as a last resort in order to seek seats to enjoy most ordinary shows.

Depression has changed this dream of paradise. Patrons no longer seek the theatre. The theatre must now seek the patrons.

Sitting back and waiting for the producers to make box-office pictures, will not solve the problem. Presenting two mediocre pictures for the price of one will not consistently turn red figures to black. Cutting prices to a ridiculously low point will not increase receipts when the short-lived novelty wears off.

The theatre chain has to make up its mind to build a powerful seat-selling organization with efficient, enthusiastic and deservedly compensated manpower.

The individual operator has to make up his mind that he can no longer merely announce his attractions. He has to sell hard in his own individual way.

At one time Henry Ford's cars just naturally sold themselves. Now Henry has to spend millions in advertising to keep from losing his leadership.

The theatre still has a certain amount of lure.

Attention~~

To the left is a story of how one exhibitor made an attractive lobby display at no cost. Have you done something similar? Let's hear about it!

AMERICAN THEATRE, TROY—ALBANY THEATRE ALBANY—AMITYVILLE THEATRE, AMITYVILLE—AMPHION THEATRE, NEW YORK CITY—ANSONIA THEATRE, WADESBORO—ARCADE THEATRE,
SLODELL—ALAMO THEATRE, ALAMO—ALHAMBRA THEATRE, BROOKLYN—ARCADE THEATRE, ST. PAUL—ALHAMBRA THEATRE, PLEASANT GROVE—AMERICAN THEATRE, NEW YORK CITY—ACAD
EMY THEATRE, JERSEY CITY—ARVERNE THEATRE, ARVERNE—ARISTO THEATRE, LEMMON—ARTCRAFT THEATRE, LINCOLNTON—AZTEC THEATRE, SAN DIEGO—AMUSU THEATRE, NATCHITOCHES

8 Reasons Why!

NEW YORK CITY—AIKEN THEATRE, AIKEN—AMERICAN THEATRE,BOWLING GREEN—AMERICAN THEATRE, YONKERS—ACME THEATRE, NEW YORK CITY—BABYLON THEATRE, BABYLON—BELLMORE
THEATRE, BELLMORE—BIJOU THEATRE, CHURCH POINT—BUNNY THEATRE, MT. VERNON—BUNNY THEATRE, NEW YORK CITY—BLUE FOX THEATRE, GRANGEVILLE—BOON THEATRE, EDNA—
BROAOWAY THEATRE, W OADWAY THEATRE, PUEBLO—BIJOU THEATRE, TROY—BIJOU THEATRE, MORRISVIL —BOARDWALK THEATRE, RO WAY
—BRAY N TH TRE, LON EACH OADWAY PARK THEATRE, BROOKLYN— BIJOU THEATRE, CONWAY—BALDWIN TH RE, B IN—BR NDO HEATRE, BRANDON—BELLEVU HEA-
TRE, U R MO CLAIR—B GTON HEATRE. BRIDGTON—BAINVILLE THEATRE. BAINVILLE—BIJOU THEATRE, TOLEDO— DWA EATR YON S— OUGH HALL THEATRE ROOK-
LYN—B HEATRE, W KON —BRAN RO T EA B C BAIL TH NNE LD ONTON T RE, ON CENTR THE RE, ARK CENTRA THEA
TRE, NE ITY—COL FATRE, TTE C TO PATER N NGRE T TRE NEWARK— T KEAN RG— LTON EA RE, RED ANK—
COLON L THE E, BROO N— RHU PLAYHOU DA AREMO T TRE EW CITY—COMM T E, CATS —C LINE TRE, BROOKLYN—
COZY EATRE, AMBRIOG APIT HEA MONS — ON AL E. GR VIL —CA OL THEA E, MILFORD— ONIA ATRE, MI GE E—CRYS THEATRE NIDA
—CAROL TH ATRE, M — T D HEA MER E. WRANGEL— LONIAL HEATRE, LINA HEATRE, BL WINGR
OCK—CITY THEATRE, VERGENNES—CRSTAL THEATRE. CHICAGO —COLISEUM THEATRE, HAINES—CRAWFORO THEATRE, CHICAGO—CENTER THEATRE, SOUTH HAVEN— SINO THEATRE, GUNNI
SON—COZY THEATRE, MOREHEAD—COLONIAL THEATRE, CLARKSVILLE—CAPITOL THEATRE, NEW BRAUNFELS—CAPITOL THEATRE, EATON RAPIDS—CASINO THEATRE, HAMPTON BEACH—COLIS
EUM THEATRE, JUNEAU—CAPITOL THEATRE, WINCHENDON—CUMBERLAND THEATRE, APPALACHIA—COURT THEATRE, NEWARK—CORLISS THEATRE, NORTH WOODSTOCK—COZY THEATRE—
LOSANGELES—COLONIAL THEATRE, KEENE—CHOPIN THEATRE,CHICAGO—CAMPAU THEATRE, DETROIT—COLONIAL THEATRE,HOLLAND—CAROLINA THEATRE, HAMLET—CRYSTAL THEATRE,

MIDLOTHIAN—CITY HALL THEATRE, NEW YORK CIT
, SANTA BARBARA—CAMEO THEATRE, WEST HAVE
DIXIE THEATRE, GIDDINGS—DREAMLAND THEAT
ANOS—DIXIE THEATRE, OLIVE HILL—DREAMLAND
HEATRE, NEW YORK CITY—EMPIRE THEATRE, WH
LECTRIC THEATRE, SOLOIER'S GROVE—EMPIRE TH
LENS FALLS—ESSEX SQUARE THEATRE, ESSEX—EM
TRE. PORTLAND—EATON THEATRE, WAYNOKA—
ST CITY—FOX CAPITAL THEARE, YAKIMA—FROLI
E, PINE CITY—FRONTENAC THEATRE, DETROIT-
EATRE, GRANDVILLE—FORDSON THEATRE, FOR
HEATRE, NEW YORK CITY—GRANO THEATRE, SU
—GARDEN THEATRE, SOUTHHAMPTON—GARR
HEATRE, ROCHESTER—GARDEN THEATRE, ANI
NPORT THEATRE, GREENPORT—GLOBE THEA
THEATRE, GALVA—GAROEN PIER THEATRE,
E, SHERMAN—GRAND THEATRE, CHARLOTTI
ATRE, WALLACE—GRISWOLD THEATRE, POR
ATRE, SEATTLE—GEM THEATRE, MONTPELIE
REEN—HINES THEATRE, PORTLAND—HAPPY
ARD THEATRE. HOWARO BEACH—HOLLANI
HEATRE, LITTLE FALLS—HOLLYWOOD THI
PERIAL THEATRE, LENOIR—ISLE THEATRE,
S THEATRE, MUSKEGAN—IRIS THEATRE, N
EATRE, WASHINGTON—KERSHAW THEAT
LLEWELYN THEATRE, W ORANGE—LIDO
HEATRE, NEWARK—LIBERTY THEATRE, E
LUXOR THEATRE, NEW YORK CITY—LIN
LIBERTY THEATRE, HEAVENER—LAURE
TRE, TUPPER LAKE JUNCTION—LOWVI
TY THEATRE, SPRINGFIELD—LIBERTY
TRE, KEENE—LIBERTY THEATRE, CONC
—LYRIC THEATRE, NORTON—LIBERT
TON—LEGION THEATRE, CHARLOTTI
CAGO—LOTUS THEATRE, ALLENTOW
NX—LYRIC THEATRE, PHILADELPHIA
LYN—MANSFIELD THEATRE, NEW
MARINUKA THEATRE, GALESVILLE-
THEATRE, MANCHESTER—MAJEST
LE THEATRE, MANVILLE—MILLER
MAJESTIC THEATRE, MIDOLETOW
ATRE, SHENANDOAH—MAY THE
MORNINGSIDE THEATRE, NEW Y
, IMLAY CITY—METROPOLITAN
MT. PLEASANT THEATRE, CLEV
CH—NEW IOWA THEATRE, BUF
—NEW STRAND THEATRE, LOW
T THEATRE, NORTHPORT—NE
THEATRE, AKRON—NEWARK
SIDE THEATRE, SAGINAW—OI
—OPERA HOUSE, LEBANON—
E, NEWBERRY—ORPHEUM TH
THEATRE, BURLINGTON—OI
HOUSE, KEWAUNEE—ODFO
TRE, PREEPORT—PALACE T
HEATRE. FREEPORT—PARKW
E THEATRE. DILLONSVAL
—PREMIER THEATRE. MER
PARAS COURT THEATRE
TRE, NEW YORK CITY—I
PALACE THEATRE, SAN
TIME THEATRE, JACKS
—PRISCILLA THEATRE,
PRINCESS THEATRE, W
HEATRE, PAWPAW—PA
E, PATCHOGUE—REGE
ST RUTHERFORD—RIA
LTO THEATRE, GREE
ATRE, WHITESTONE-
OSKALOSSA—RIALTO THEATRE,
BROOKLYN—RITZ THEATRE, SHAOYSIDE—
REGENT THEATRE, NEW YORK CITY—RIDGE THEATRE,
REX THEATRE, TACOMA—RIVOLA THEATRE, DETROIT—ROXY
HEATRE, SCHENECTADY—RIALTO THEATRE, BOZEMAN—RIALTO THEATRE,
H THEATRE, MONTPELIER—RIALTO THEATRE, GLENS FALLS—REGENT THEATRE,
D THEATRE, SCHENECTAOY—STATE THEATRE, SCHENECTADY—STRAND THEATRE, PERRY—STRAND
SUBURBAN THEATRE, BINGHAMTON—STRAND THEATRE, NEW BEDFORD—STANDARD THEATRE, W. LYNN—
RE, ASBURY PARK—STRAND THEATRE, HOPEWELL—STATE THEATRE, OZONE PARK
ND THEATRE, WINOOSKI—STATE THEATRE, GLENS FALLS—STAR THEATRE, CLIFFS
ATRE, LE SUEUR—STAR THEATRE, PASCOAG—ST. ALBINS THEATRE, ST. ALBINS—S
SALEM—STRAND THEATRE, ARCADIA—STRAND THEATRE, PLAINFIELD—SCOUT T
YORK CITY—SUNSET THEATRE, TACOMA—STRASBURG THEATRE, STRASBURG—SMA
TRE, WALTON—STRAND THEATRE, OGDENSBURG—STAR THEATRE, BRONX—SMALL

Increase Your Profits
Cut Your Costs

Vocalite Sound Screen
The Perfect Screen for Eye and Ear.

1. Two to three times more light on Screen.
2. High Intensity results—at Low Intensity costs.
3. Non-glare.
4. Third Dimension effect.
5. Perfect Sound.
6. Sells your Balcony Seats.
7. More Screen Light for less money.
8. Best for color pictures.

Superlite Sound Screen
Perforated-White-Diffusive

1. Same light at every seat.
2. Resists Chemical Reaction.
3. Good results where balcony is steep.
4. No eye fatigue.
5. Stands rough hard usage.
6. Yellow Back improves the Screen.
7. High and Low lights are perfect.
8. Good Sound—No Distortion.

The Nerve Centre of Your Projection!

An old or dirty screen ruins any picture.
A new screen will save you money.
Exhibitors all over the World are replacing their old screen with Vocalite or Superlite.
The cost is trifling—a few cents a day.

BEADED SCREEN CORP.
Roosevelt, N. Y.
Executive Office
47 W. 24th St., New York

THEATRE, HICKSVILLE, OHIO—COLONY THEATRE, SCHENECTADY—COLONIAL THEATRE, SPRINGFIELD—CALIFORNIA THEATRE
BEACH, CONCOURSE THEATRE, NEY YORK CITY—DELUXE THEATRE, ST. PAUL—DEL RIO THEATRE, LAS CRUCES—
GINAW—DANFORTH THEATRE, JERSEY CITY—DELMAR THEATRE, MORRILL—DEL RIO THEATRE, LOS R
LLE—EDWARDS THEATRE, EAST HAMPTON—ELMORA THEATRE, ELIZABETH—EAST END T
ECORSE—EMPIRE THEATRE, PORT HENRY—EASTWOOD THEATRE, TOLEDO—E
MARIETTA—EMPRESS THEATRE, BENAVIDES—EMPIRE THEATRE, G
SEATTLE—ELCOTHEATRE, CHARLESTON—EMPIRE THEA
THEATRE, METUCHIN—FOREST THEATRE, FORE
SAGINAW—FAMILY THEATR
CITY—FAIRY TH
LYN—GOTHAM T
INGFIELD GADENS
XVILLE—GRAND T
N—GLYNNE'S GREE
NUMINE—GALVA
W—GRAND THEATR
VILLE—GRAND THE
LYN—GRANADA THE
HEATRE, BOWLING G
RE, COLEBROOK—HOW
TON—HIPPODROME T
HEATRE, NEWTON—IM
ONG ISLAND CITY—IRI
E, DETROIT—JEWEL TH
ENAI THEATRE, LIBBY—
YORK CITY—LITTLE T
EATRE, MANCHESTER—
THEATRE, LOUISVILLE—
TTLE FALLS—LYRIC THEA
POCONO SUMMITT—LIBER
ASOUGAL—LATCHIS THEA
DO THEATRE. PITTSBURGH
LYRIC THEATRE, HUNTING
N—LOOMIS THEATRE, CHI
KLYN—LOUIS THEATRE, BRO
—MAYFAIR THEATRE, BROOK
MAC THEATRE, WEST BEND—
TRE, STEPHENVILLE—MODERN
HOUSE, GLENWOOD—MANVIL
ECCA THEATRE, CROSSVILLE—
EATRE, MADILL—MAYFAIR THE
STIC THEATRE, WASHINGTON—
RE, SEATTLE—MAXINE THEATRE
MAYFAIR THEATRE, HILLSIDE—
—NEW THEATRE, ROCKAWAY BEA
W WORLD THEATRE, MILWAUKEE
TRE, WARRENSBURGH—NORTHPOR
ON THEATRE, BRONX—NATIONAL
THEATRE, FRONT ROYAL—NORTH
ORPHEUM THEATRE, FERGUS FALLS
HEATRE, SAUGERTIES—OPERA HOUS
TRE, HAMPTON BEACH—ORPHEUM
ODEON THEATRE, DETROIT—OPERA
ACE THEATRE, PASSAIC—PLAZA THEA
CE THEATRE, WILDROSE—PRINCESS T
TY—PALACE THEATRE, FRAZEE—PALAC
HOPE—PALACE THEATRE, LAKE PLACID
TOOK—PALACE THEATRE, LOCKPORT—
EATRE, FAYETTEVILLE—PROCTER'S THEA
STON—PEMBER THEATRE, GRANVILLE—
DEVILLE—PENN THEATRE, MONACA—PAS
ESTON—PARK LANE THEATRE, PALISADES
RE, POWERS—PENDICK THEATRE, ROY—
—PALACE THEATRE, MCADOO—PAWPAW T
THEATRE, ST. STEPHENS—RIALTO THEATR
—REX THEATRE, CHASKA—REX THEATRE, EA
DAMS—RIVOLI THEATRE, TWO RIVERS—RIA
LEHI—REX THEATRE, SALMON—RIALTO THE
RITZ THEATRE, HINTON—RIVOLA THEATRE,
I THEATRE, LINCOLNTON—ROYAL THEATRE
THEATRE, ALBANY—ROSE THEATRE, COLFAX—
TRE, COLUMBUS—REX THEATRE, NEWPORT—
SBURG—RIALTO THEATRE, KIMBALL—RIVOLI T
RE, SCARBRO—ROSLYN THEATRE, ROSELLE—RIC
E, TERRY—RIALTO THEATRE, ST. JOSEPH—STRAN
S ORANGE—STAMFORD THEATRE, STAMFORD—
TRAND THEATRE, WINDSOR—ST. JAMES THEAT
CRANTON— W YORK CITY—STRAND THEATRE, SUMNER—STRA
NGTON—STAR THEATRE, ILFORD—STRAND THEATRE, RED BANK—STAG THE
KLYN—STATE THEATRE, ELIZABETH—STRAND THEATRE, MONROE—STAR THEATRE,
THEATRE, TOLEDO—STRAND THEATRE, HASTINGS—SECOND AVE. PLAYHOUSE, NEW
—STRAND THEATRE; OCONOMOWOC—STRAND THEATRE, LINCOLN—SMALLEY THEA
ELMO THEATRE, HOUSTON—STRAND THEATRE, WOODWARD—STRAND THEATRE, M
E THEATRE. HOLLISTER—STAR THEATRE, HUDSON—STRAND THEATRE, RANDOLPH—

Vocalite Sound Screen
The Perfect Screen for Eye and Ear
The New **Super-Lite** Perforated Sound Screen

Approved by All Leading Makers of Sound Equipment

Easy Convenient Time Payments If You So Desire

IO THEATRE, FARMVILLE—TEMPLE THEATRE, BRYAN—TEMPLE THEATRE, CARTHA
E, SEATTLE—TEMPLE THEATRE, MT. PLEASANT—TERRACE THEATRE, YONKERS—T
TIMBLE THEATRE, MT. STERLING—TRINITY THEATRE, DALLAS—TRES BANDEROS T
RSTON THEATRE, ROCHESTER—TEMPLE THEATRE, STANDISH—TOWER THEATRE,

RESVILLE—VICTORY THEATRE, PATEAU—VITAPHONE THEATRE, WENATCHEE—VIC
RE, SEATTLE—VICTORY THEATRE, SALINA—VICTORY THEATRE, BAY CITY—VENDO
ATRE, IRVINGTON—WALKER THEATRE, MAYFIELD—WINDSOR THEATRE, NEW YORK
WN—VERNON THEATRE, VICTORIA—VIKING THEATRE, BENSON—VENETIAN THEAT
UDETTE THEATRE, BREWTON—WARWICK THEATRE, MARBLEHEAD—WEST END THE
RE, SCHENECTADY—WASCO THEATRE. WASCO—WESTWOOD THEATRE, TOLEDO—

Did it Go Over? Did it Flop? Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ________________
Star ________________
Producer ________________
Comments ________________
____
____
____
____
____

Title ________________
Star ________________
Producer ________________
Comments ________________
____
____
____
____
____

Title ________________
Star ________________
Producer ________________
Comments ________________
____
____
____
____
____

Exhibitor's Name ________
House Name ________
Town ________
State ________

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

ONE COMPLETE turntable and Audak pickup; attachments any projector; good equipment. $20.00 gets both. Public Address Service Co., Dallas, Texas. 6-12

TWO REBUILT SIMPLEX, single bearing projectors, less lamp houses or lenses, both $475.00 Two Strong Junior demonstrators, like new, new lamp guarantee, both for $395.00. American Theatre Supply Co., 310 St. Clair St. Toledo, Ohio. 6-9

GOOD - ALL disc equipment cheap; selling on account of sound-on-film installation. Circle Theatre, 36th and Prospect, Kansas City, Mo. 6-23

THEATRES FOR SALE

GOOD PAYING HOUSE in county seat town. J. C. Kennedy, De Smet, S. D. 6-16

500-SEAT THEATRE—DeForest equipment; no competition; confectionery store in connection; both doing good business; wonderful proposition. Murray Brothers, Cambridge Springs, Pa. 6-9

ONLY SHOW in county seat town of 2500; no sound; an opportunity; oil prospects; terms. Investigate! Ideal Theatre, San Diego, Texas. 6-9

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

EQUIPMENT WANTED

LARGE FAN for cooling theatre. Must be reasonable. Box 35, Newburg, Mo. 6-9

WANTED — Sound and silent film cameras, portable and sound-on-film projectors, amplifiers, bulbs. Claude and Caesar, Kirklin, Ind. 6-9

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

SOUND PROJECTIONIST—Experienced on RCA or Western Electric. Ray Myers, 223 16th St., Cairo, Ill. 6-9

YOUNG MAN desires steady work as projectionist; seven years' experience; two years with sound; non-union but willing to join if necessary. Married, sober, reliable, willing worker; locate anywhere. B-374, Associated Publications. 6-30

PROJECTIONIST — 15 years' experience; any sound equipment. Barney Ludesher, 550 Almond, Dubuque, Iowa. 6-23

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

Here is your Handy "Ad Order" Blank

Associated Publications, Inc
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____
____
____
____
____

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

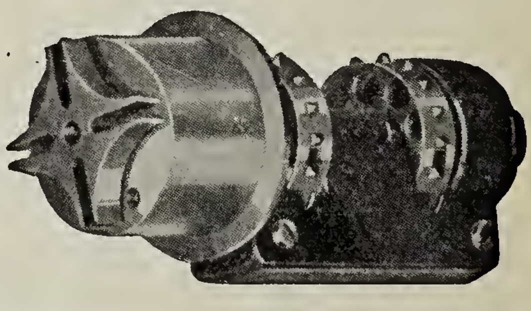
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES
and SHORTS

Women of All Nations

Fox—72 Minutes

Cast: Victor McLaglen, Edmund Lowe, Greta Nissen, El Brendel, Fifi Dorsay, Marjorie White, T. Roy Barnes, Bela Lugosi, Humphrey Bogart, Joyce Compton, Jesse De Vorska, Charles Judels. Directed by Raoul Walsh.

This snappy story of the U. S. Marines might be called a sequel to "The Cockeyed World," but does not pack quite the punch the former story had. Follows the adventures of these two hard-boiled characters who are continually trying to outsmart each other in their affairs with the ladies.

McLaglen as Sergeant Flagg continues in the Marines, while Lowe as Sergeant Quirt takes a fling as a beauty parlor manager. He gets in wrong with the police who raid the beauty shop and Quirt takes refuge in the recruiting office in charge of Flagg. Seeing a chance to get even and win himself an extra week's furlough, Flagg agrees to cover him up provided he signs up for another enlistment with the Marines.

Then follows a good-will cruise with the two sergeants continuing their rivalry for the beauties in the various ports with the windup occurring in a Turkish harem with both of them making a play for the favorite wife and the unexpected return of the master.

Some good comedy is injected by El Brendel and his timely sneezes which has the sound of the so-called "raspberry". Plenty of names that mean money at the box-office and good direction and photography put it over well.—Southwell.

The Maltese Falcon

Warner Bros.—80 Minutes

Cast: Bebe Daniels, Ricardo Cortez, Dudley Diggs, Una Merkel, Robert Elliott, Thelma Todd, Otto Matieson, Oscar Apfel, Walter Long, Dwight Frye, J. Farrell McDonald, A. Borgato. Directed by Roy Del Ruth.

This is a type of picture any audience should enjoy. It is a detective mystery which will hold the audience's interest until the last reel. Many surprising incidents take place and the ending is totally different from other pictures of this type.

About three-fourths of the picture is taken up with the murder of four men and there is so much going on that the audience will be confused trying to keep up with any clues of the murderer. Anyway, it keeps them guessing.

The picture has comedy and burlesque woven in when necessary to relieve the tense melodramatic monotony. Good performances are given by Bebe Daniels and Ricardo Cortez, but the picture is mainly Cortez. Dudley Diggs is excellent in a character portrayal.—Jesse.

Up For Murder

Universal—67 Minutes

Cast: Lew Ayres, Genevieve Tobin, Purnell Pratt, Richard Tucker, Frank McHugh, Louise Beaver, Frederick Burt. Directed by Monta Bell.

A pleasing murder story—not big and not mediocre—but enough suspense and entertainment to satisfy the average fan. Genevieve Tobin is especially good as the society editor of the newspaper and who is the sweetheart of the publisher, Purnell Pratt. Lew Ayres delivers a fairly convincing performance and should get over very well.

Ayres is the young reporter who falls for the society editor. When he learns of the affair between the newspaper owner and Miss Tobin, he gets into a fight with the publisher and the latter is killed from a fall. The boy is put on trial for murder, but the girl comes to his rescue when she tells her story and Ayres is released.

"Up for Murder" has its good points and should please generally.—S. F. D.

The Lawyer's Secret

Paramount—63 Minutes

Cast: Clive Brook, Charles Rogers, Richard Arlen, Fay Wray, Jean Arthur, Harold Goodwin, Francis McDonald, Syd Saylor, Lawrence La Marr, Robert Perry, Wilbur Mack. Directed by Louis Gasnier and Max Marcin.

A murder story well handled which gets over nicely. It has some good names in the cast and several exciting situations. Rogers is seen in a different kind of a role and makes the best of it. Others are well cast and the direction is convincing.

The story concerns the killing of a gambler and shows how Rogers and Richard Arlen are swept into the case by circumstantial evidence. Clive Brook as the defending lawyer knows that Rogers is the son of a wealthy family and in his defense endeavors to keep his confidence from coming into the testimony, because of his love for the boy's sister. There is suspense in the story and it should please the majority.—S. F. D.

The Foolish Forties

Educational—20 Minutes

There are some good laughs in this Gayety comedy in which June MacCloy and Ford Sterling are featured. Sterling, long a favorite in the comedy field, again displays his comic talent and helps to put over a good comedy. June MacCloy is good as the feminine lead.

WANTED
Territorial Representatives

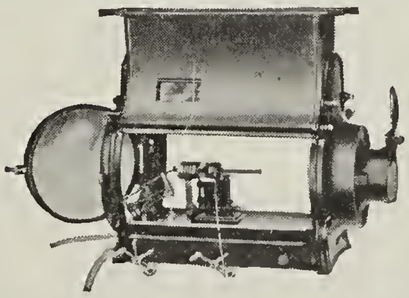
The biggest premium proposition ever presented to the motion picture industry. No investment on your part if you meet requirements. Straight commission. Exclusive territories. Selling starts now. Deliveries commencing Aug. 15th. Only capable men who have made big money wanted.

POPULAR CLASSICS, INC.
EDWARD GOLDEN
1560 Broadway, N. Y. C.
Room 1314 Tel. ME. 3-4440

Fill This Prescription and Cure Your Light Troubles

℞ STRONG

HIGH INTENSITY
AUTOMATIC REFLECTOR
ARC LAMPS



Provide the extra light necessary to the proper projection of talking pictures and produce no foreign noise because of the CONTINUOUS Arc Feed.
For Sale by Independent Supply Dealers.

The Strong Electric Corporation
2501 LAGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York City, N. Y.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

PLACING THE BLAME WHERE IT BELONGS

DURING the past week announcement was made of the closing of the Rialto Theatre, one of Broadway's leading long run stands. The closing, which is for an indefinite period and the first for this house in fifteen years, is attributed to shortage of meritorious product. A shameful situation to be announced publicly and especially for a house owned jointly by Paramount and United Artists. It seems to us an awful slur against the industry's production forces that one theatre, which ordinarily plays but from twelve to fifteen pictures a year, that such a small number of worthwhile attractions should be available. However, there may be another way of looking at the situation.

Broadway in New York is little different from Main street in Kansas City insofar as the first run theatre situation is concerned. A few years ago New York had but five or six first run houses, now there is double that number. In Kansas City the first run situation has also doubled, as it has in Indianapolis, San Francisco or any other key town that you care to name. When the producers first began their invasion of the theatre field, building houses with seating capacities of from 2,500 upward, a warning of overseating was sounded throughout the industry. But no heed was paid to it. The building campaign went merrily on and in the larger cities it even extended itself into the neighborhood districts, where now in most any large city will be found several handsome theatre structures with large seating capacities, which are not only drawing trade away from the downtown first runs, but also increasing the flow of red ink.

"Bigger and better theatres" was for several years the slogan of the producer-exhibitor as well as of some independent theatre operators. But it seems to have been carried too far. While some of these newer theatres have closed two and three smaller opposition houses, the seating capacities have increased to abnormally high proportions. With so many large theatres competing for trade the average good picture does not suffice as a drawing attraction. Super entertainment seems to be required.

Statistics will reveal the fact that there are more people attending motion picture theatres today than in its earlier prosperous days. But the attendance is distributed among so many houses, which, because of their large capacities, are only partially filled, that box offices are suffering. Every now and then a picture comes along that does big business all along the line. But that doesn't happen often enough to keep the bigger houses on the right side of the ledger. Every picture can't be a winner, no matter who is its producer. But, when there is only so much public money that is being spent for entertainment, it seems logical to follow that concentration of that revenue through fewer box office windows, with the attendant elimination of duplicated operating costs, is the solution to the problem.

Quality product is vitally necessary to this business. But, if the super-attraction is the only thing that will make for this industry's continued prosperity, it is, indeed, in a sad plight. A whittling down of over-seated situations to the normal requirements of each and every town will do more to pull the theatre end of this business out of the red ink than will the maximum number of supers it is possible for all the producers to make.

Ben Shlyen

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS

WELDED WIRE

SOUND REELS

A Reel For Every Purpose

THREE TYPES

TYPE 'A' - ONE PIECE - ALL WELDED
10 in. with 2 in. Drum — 11 in. with 5 in. Drum
14 in. with 4 in. Drum — 15 in. with 5 in. Drum

TYPE 'B'-THREE PIECE-BAKELITE DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

TYPE 'C' - THREE PIECE - METAL DRUM
11 in., 14 in., and 15 in. with 5 in. Drum
All Parts Replaceable

All Reels--Bright Cadmium Plated

Special Reels For Wide Film

WRITE US FOR QUOTATIONS ON OUR PRODUCTS

Universal Electric Welding Co.
90 Webster Ave., Long Island City, N. Y.

"Penn Acoustical Felt"
—AND—
"Penn Felt Carpet Linings"

100% ALL HAIR PRODUCT

Odorless, Moth and Vermin-proof and

FIRE RESISTANT

Manufactured in any width up to 9 ft. by 60 ft.—Seamless.
Samples and prices on request.

Manufactured by:

WM. SCHOLES & SONS, INC.
2nd & Indiana Ave. Philadelphia, Pa.

Mail this Order
to Your Nearest
A.T.S.D. Store.

AFFILIATED THEATRE SUPPLY DEALERS

Order by Mail
Satisfaction
Guaranteed!

36 STORES FROM — AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS — COAST TO COAST

YOUR ORDER NO. ____

____ DEALER

Date ____ 193__

Ship to:

Name of Owner ____

Theatre Name ____

Street Address ____

City ____ County ____ State ____

Shipping Point ____

X marked in Space shows way order is to be shipped.	**Freight** ____ **Express** ____	**Parcel Post** ____ **Parcel Post Insured** ____ Add 5c for order up to $5; 8c for order between $5.00 and $25.00; 10c for order between $25.00 and $50.00. Over $50.00 should be shipped by express.

We request order be shipped by freight, over ____ Railway.

Enclosed Find ____ for $ ____
to include P. P. Charge. Check—M. O.—Draft

QUANTITY	ITEMS	PRICE	TOTAL

A. P. 1-6-31 Signed ____ Pres. Treas. Mgr.

A PLEASING PICTURE
means
Proper Screen Illumination

Brenkert

LOW CURRENT REFLECTOR LAMPS

Provide the necessary light intensity at extremely low operating and maintenance cost.

Successful showmen are users of these modern lamps, made and guaranteed by one of the oldest and largest manufacturers in the industry.

Distributed by Independent Supply Dealers throughout the U. S. and Canada.

Ask Any User

Write for Literature

A
Brenkert
PRODUCT

CORRECT DESIGN—PRECISION CONSTRUCTION

BRENKERT LIGHT PROJECTION CO.
Engineers & Manufacturers
ST. AUBIN AT EAST GRAND BLVD., DETROIT

Mr. Exhibitor:

Inform your local merchants of the advantages of screen advertising.

It reaches as many as the radio and costs far less when done the RADIO-MAT way.

For Sale by All Leading Dealers.

RADIO-MAT
PATENTED

Project Neighborhood Business Advertisements on your screen.

This will help everyone—then watch business pick up.

Easily and Economically done with
RADIO-MAT SLIDES

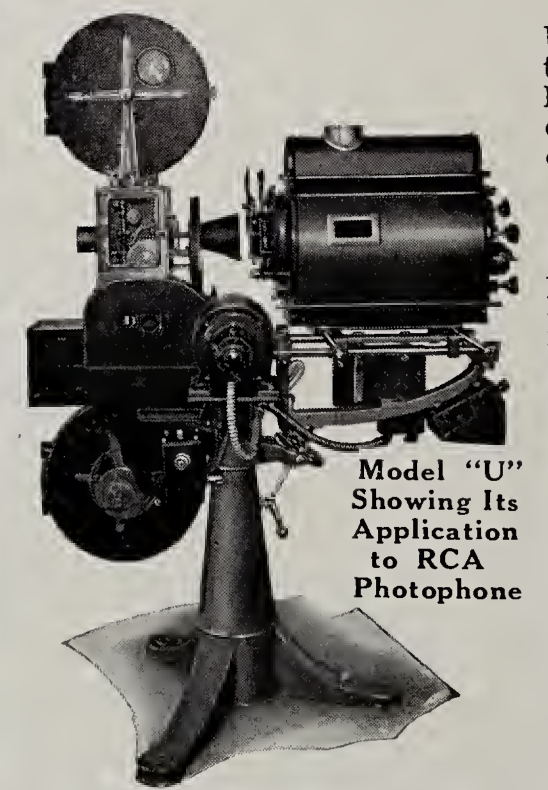
RADIO-MAT SLIDE CO. MAKERS
NEW YORK

IS THE STATIONERY OF THE SCREEN

RADIO-MAT SLIDE CO., Inc., Manufacturer New York City

Patronize
the
INDEPENDENT
DEALERS

NEW MODEL "U" SUPERIOR Projector



Model "U" Showing Its Application to RCA Photophone

Universally Adapted to all types of SOUND REPRODUCER EQUIPMENT for either Film or Disc Recording.

Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.

Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by
Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.

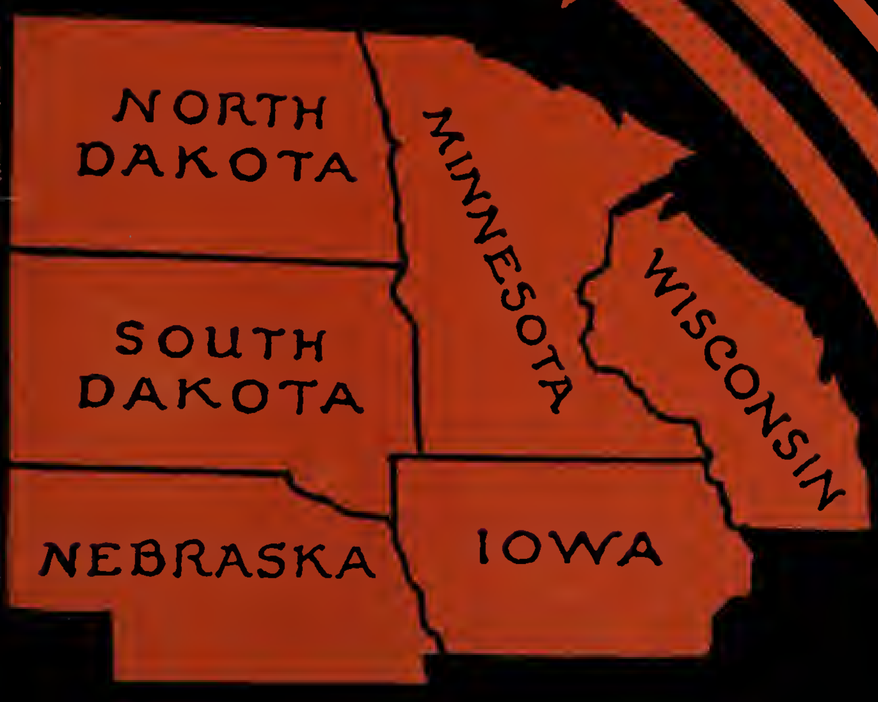
JUNE 16, 1931
VOLUME XII NUMBER 4

MOVIE AGE

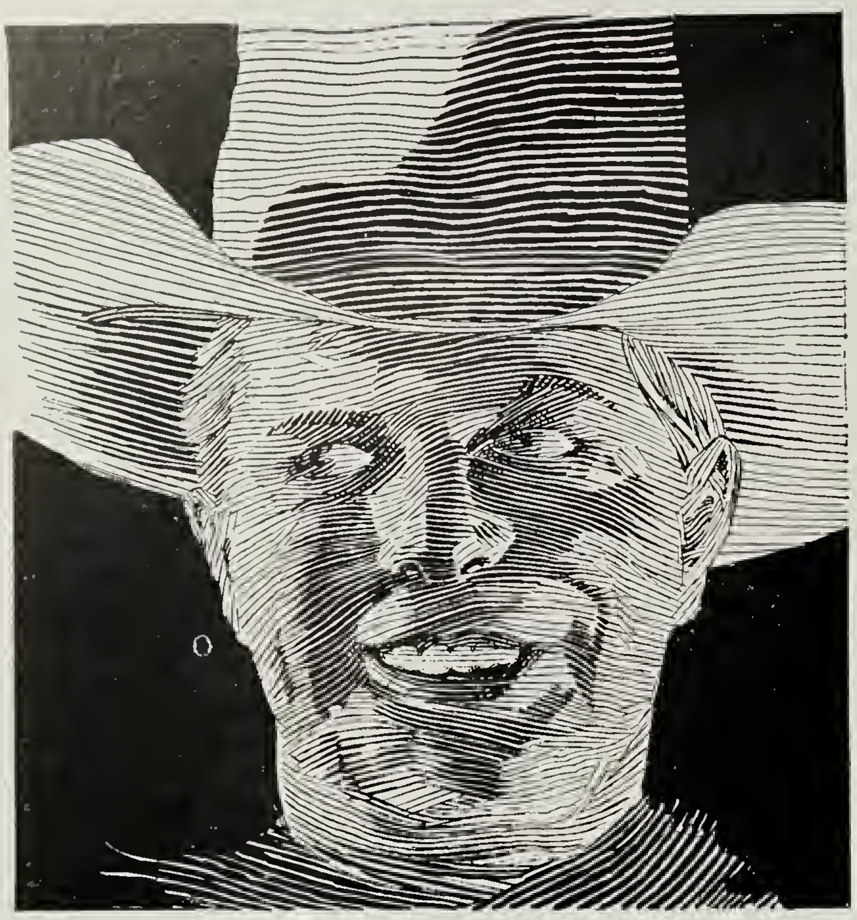
EXCHANGES REPORT BIG DEMAND FOR WESTERN PICTURES

TESTING STANDARD CONTRACT IN VALLEY CITY, N. D.

CENSORSHIP FEAR LOOMS WITH ELECTION OF ANDERSON


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC



ENTIRE SERIES OF 6 HOOT GIBSONS

Booked by

RKO—PUBLIX—FOX—LOEW—MANHATTAN
PLAYHOUSES and other HIGH CLASS
THEATRES EVERYWHERE.

● ● ●

Second Release Now in Production

"WILD HORSE"

By

PETER B. KYNE

A Cosmopolitan Magazine Story

Supporting Cast Includes
ALBERTA VAUGHN and STEPIN FETCHIT
Directed by
RICHARD THORPE and SID ALGIER

● ● ●

3rd. **"THE HARD HOMBRE"**
By Jack Natteford
4th. **"THE GAY BUCKAROO"**
5th. **A PETER B. KYNE STORY**
Title To Be Announced By Author
6th. **TITLE AND AUTHOR TO BE DECIDED BY EXHIBITORS**

● ● ●

CIRCUITS—REVIEWERS—PUBLIC
Welcome and Unanimously Approve

HOOT GIBSON

in "CLEARING THE RANGE"

with SALLY EILERS

Story by
JACK CUNNINGHAM

Directed by
OTTO BROWER

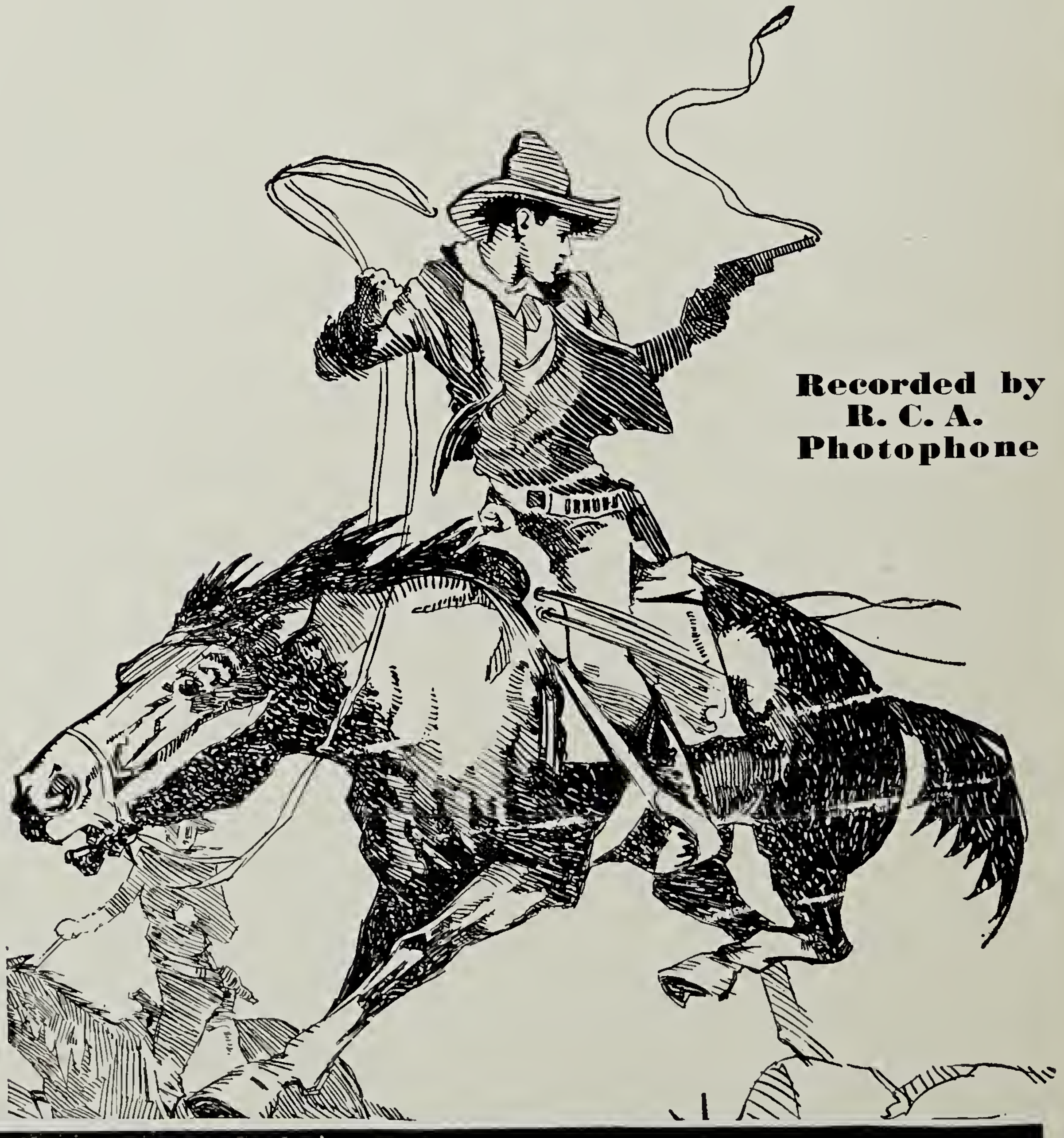
M. P. Herald:
. . . Crackerjack Western Highly Entertaining . . . . . . an Outdoor Thriller.

Hollywood Filmograph:
Hoot Gibson makes a winner . . . Gibson leads field as Western Star . . .

Hollywood Reporter:
Entertaining, hard-riding, died-in-wool Western . . . . . Audiences will enjoy it Gibson fine . . .

M. P. Daily:
Surefire Western . . Thrills galore . . . direction and dialogue good . . .

● ● ●



**Recorded by
R. C. A.
Photophone**

ALLIED PICTURES CORPORATION, LTD.
M. H. HOFFMAN JR. GEN. MGR.
5360 MELROSE AVENUE HOLLYWOOD, CALIF.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Strict Censorship Looms

As William Anderson Is Elected Mayor of Minneapolis; Wins by a Landslide.

The Minneapolis rialto is harassed by bears of movie censorship as a result of the election of William A. Anderson, reform candidate, as mayor. Backed by union labor and the Scandinavian church element, Anderson, who has the reputation of being very straight-laced and who has announced his intention of closing the town tight, won by a landslde over Former Mayor George E. Leach, a liberal, after a hot campaign.

In Minneapolis the mayor is virtually the police chief and possesses broad censorship powers, being able to order changes in pictures or theatrical presentations on pan of license revocation. The Woman's Co-Operative Alliance, reform organization, is very active in its fight against pictures which it regards as objectionable on sex grounds, but during the past 10 years, through the administrations of Leach and W. F. Kunze, present mayor, who was defeated for re-election in the primaries, has received little encouragement or sympathy at the city hall.

Both Leach and Kunze were vigorously opposed to censorship and very broadminded in their attitude toward screen and stage entertanment. In numerous instances they refused the request of the alliance and individual reformers to order changes in movies or plays or to ban them entirely and always were friendly toward the theatrical interests. These latter interests regard Anderson's election as a considerable blow.

In case of another strike by union theatrical employes, there also is a question as to what the new mayor's attitude would be in affording showhouses protection against strikers. During the Leach administration considerable disorder marked a strike of stage hands, but the theatres received

(Continued on page 8)

Exchanges Report Western Demand

From Exhibitors in N. W.; Good Business on This Type of Pictures; Managers Declare.

Minneapolis exchanges report a record-breaking demand for western pictures.

Small-town exhibitors are clamoring for this type of picture, exchange managers assert. There is no depression in the market for westerns, they declare.

The exhibitors' demand reflects the demands of their patrons. The westerns are doing the business and the public is actually requesting them, according to the exchange managers.

With a line-up of eight Buck Jones' pictures, Columbia has been doing a rush business. Announcement is made that the new product will include 16 westerns, divided among eight Buck Jones and eight Tim McCoy pictures.

"We have been doing an exceptionally fine business with our westerns and the big problem has

(Continued on page 8)

Testing Contract

In Valley City, N. D.; Case Is Between John Tiller and United Artists Corp.

The second of the test case to determine the validity of standard film contracts is being tried at Valley City, N. D. United Artists are the plaintiffs, and John Tiller, local exhibitor and member of Allied States, the defendant. Samuel P. Halpern, Allied States' attorney, is assisting in the defense of the case.

United Artists allege that Tiller has failed to fulfill his contract in the playing of its pictures. As a defense, Tiller claims conspiracy between himself and the film company in the framing of a contract without legal standing. It also is claimed that the contract is in-

(Continued on page 8)

SUNDAY VICTORY

Willmar, Minn., Theatres to Open on Sabbath

Willmar, Minn., is to have Sunday movies for the first time in its history. One of the last of the large Minnesota towns to capitulate to the Sunday shows, it voted in their favor by a several hundred majority at the recent special election. As soon as the majority's wishes are ratified by the city council the Sunday shows will start.

Two previous elections resulted in victories for the anti-Sunday movie forces. Publix, which opperates the only theatre in the town, financed the recent election. Among those who spoke for the Sunday shows was Harold Johnson, Educational exchange manager in Minneapolis.

It was stressed during the campaign that surrounding towns all have Sunday shows and draw people from Willmar. Speakers pointed out the advantage of having this money remain at home.

Hits Daylight

Madison, Wis.—A bill concurred in by the senate will outlaw daylight savings time in Wisconsin if approved by Gov. Phil La Follette. The measure provides that no person operating a place of business "shall use another than the standard time." It carries a penalty of $25 to $500 and ten to thirty days.

Westerns in Demand

By M. E. CUFFEL, Editor

THE reported large demand for westerns, coupled with the big business which "Skippy," "Tom Sawyer" and other such pictures are doing throughout the territory, would seem to be rather strong evidence that the Northwest public, particularly in the smaller towns, is rather tired of the sex and gangster fare which has been fed to it so freely during the past year. Apparently, there is a desire for more clean, wholesome pictures fit for all members of the family.

Good westerns fill the bill as far as clean, wholesome entertainment is concerned. They provide the sort of thrills and excitement which have a universal appeal. There is hardly a red-blooded person who can resist the

(Continued on page 5)

First Run Business Shows Increase; All Films Draw

Minneapolis (week ending June 12) — Business showed considerable of a pick-up the past week. "Laughing Sinners" at the Minnesota and "Donovan's Kid" at the RKO Orpheum were especially good drawing cards and boosted patronage at their respective houses considerably. Another magnet was "Gun Smoke," the only western in the loop, which drew well at the Lyric. "It's a Wise Child," highly praised, attracted good-sized patronage to the Aster. Cool weather aided trade at all the theatres.

Aster—**It's A Wise Child** (M-G-M), Marion Davies. **Business:** Good. **Summary:** Amusing comedy of a young woman who feigns pregnancy in order to rid herself of an unloved fiance. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound, News, comedy screen vaudeville.

Grand—**Caught Cheating** (Tiffany), Charlie Murray and Geo. Sidney. **Business:** Fair. **Summary:** A vulgar farce comedy, laugh-provoking in spots, with Murray and Sidney in their familiar Irish and Jewish characterizations, stepping out on a gay party. **Entertainment Merits:** 60 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Lyric — **Gun Smoke** (Para.), Richard Arlen and Mary Brian. **Business:** Good. **Summary:** Plenty of thrills in this swift-moving drama of the West wherein cowboys triumph over New York gangsters. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy screen vaudeville.

R K O Orpheum — **"Donovan's Kid** (RKO), Richard Dix, Jackie Cooper. **Business:** Good. **Summary:** The story of an outlaw's reformation; frequently moving. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, comedy and sound news.

State—**Gold Dust Gertie** (Warner Bros.), Winnie Lightner and Olsen and Johnson. **Business:** Fair. **Summary:** Rowdy farce comedy concerning a divorcee and her alimony defaulting ex-husbands. **Entertainment Merits:** 70 per cent. **Short Subjects:** Universal News; Mermaid comedy; travelogue; cartoon comedy.

Minnesota — **Laughing Sinners** (M-G-M), Joan Crawford. **Business:** Good. **Summary:** An interesting drama of a cabaret dancer's regeneration; sophisticated fare for adult audiences. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show, sound news and fashion reel.

MILWAUKEE

Alhambra — **Shipmates** (M-G-M), Robert Montgomery, Ernest Torrence. **Business:** Good. **Entertainment Merits:** 85 per cent. **Short Subjects:** Lloyd Hamilton comedy; Universal Newsreel; Burton Holmes Travelogue.

Garden—**Hell Bound** (Tiffany), Leo Carillo, Lola Lane. **Business:** Fair. **Summary:** An average picture in which one more gangster is glorified because he happens to have a sentimental streak in his make-up. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy and newsreel.

Majestic—**Dirigible** (Columbia), Jack Holt, Ralph Graves. **Business:** Fair. **Summary:** An air and ice spectacle with plenty of thrills enhanced by good acting. **Entertainment Merits:** 90 per cent. **Short Subjects:** Newsreel.

Palace—**White Shoulders** (Radio), Jack Holt and Mary Astor. **Business:** Fair. **Summary:** Taken from Rex Beach's "Recoil," the story has a novel twise which makes for suspense. **Entertainment Merits:** 85 per cent. **Short Subjects:** RKO news; comedy.

Riverside—**Beyond Victory** (R-K-O-Pathe), Bill Boyd and James Gleason. **Business:** Fair. **Summary:** A war picture done in the interests of peace which furnishes fair entertainment. **Entertainment Merits:** 85 per cent. **Short Subjects:** RKO vaudeville.

Strand—**Dude Ranch** (Para.), Jack Oakie, Stuart Erwin, Eugene Pallette. **Business:** Fair. **Summary:** A light picture capably acted, directed and staged. **Entertainment Merits:** 85 per cent. **Short Subjectsc:** Fox Movietone News; Boy Friend Comedy.

Warner — **The Maltese Falcon** (Warner Bros.), Bebe Daniels and Ricardo Cortez. **Business:** Good. **Summary:** A genuine flavor of adventure and mystery has been injected into this Dashiell Hammett novel. **Entertainment Merits:** 90 per cent. **Short Subjects:** Bobby Jones episode; Universal Newsreel; Laurel & Hardy comedy.

Wisconsin — **Laughing Sinners** (M-G-M), Joan Crawford, Neil Hamilton. **Business:** Good. **Summary:** A picture based on the play "The Torch Song" which Miss Crawford playing first the dancing daughter type of role and melodramatic role. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon and Marco Idea; Fox Newsreel.

ALONG FILM ROW

S. Lesserman, assistant division manager from the New York home office of Warner Bros.-First National, was a visitor at the Minneapolis exchange last week. He reported that Warner Brothers and First National are closing up a record number of new contracts for new season product.

* * *

Walter Feist, manager of the Tower Theatre (Publix), St. Paul, is in Miller hospital, suffering from a broken nose and other injuries. He was hurt when the steering gear on his automobile broke during a heavy rainstorm and he smashed into a telegraph pole.

Bob La Piner, office manager for Publix in Minneapolis, is at the U. S. Veterans' hospital for another series of operations which he has undergone since the World War. He sustained numerous wounds and other injuries in active service.

* * *

No signs of hard times around the RKO Orpheum Theatre executive offices these days. The entire staff is boasting new spring outfits. In their new suits, Morgan Ames, division manager; Emil Franke, house manager, and Dick Gilbert, exploitation head, are attracting considerable rialto attention.

The Minneapolis Metro-Goldwyn-Mayer exchange has a new staff of bookers. It consists of Casper Chouinard, head booker; Frank Jelinko, assistant booker, and Mort Joes, short feature booker.

* * *

The RKO Orpheum theatre claims for its newsreel the distinction of having taken the first moving pictures of the new mayor-elect of Minneapolis, W. A. Anderson. The pictures were "shot" during election day afternoon when Anderson's victory was assured and were shown on the theatre screen the same night. So big has the newsreel been going over that a number of neighborhood houses are reported to be seeking it for second runs. Morgan Ames, division manager, is considering the offers.

* * *

Harvey B. Day, from the Educational home office, New York, visiting the Minneapolis exchange on a nation-wide tour, reported himself as very well satisfied with the results being obtained by Educational throughout the country. He is optimistic regarding the future outlook.

* * *

Another postponement of the Western Electric's breach of contract suit against W. A. Steffes, general manager of Allied States in Minneapolis and operator of a neighborhood showhouse, carries the case over to the September term of district court in Minneapolis. Western Electric has been endeavoring to get the case tried, but Samuel P. Halpern, counsel for Steffes, succeeded in getting the additional delay. Western Electric claims that money still is due to it on its contract for the installation and servicing of sound equipment in Steffes' theatre. Steffes is contesting the claim.

* * *

Minneapolis theatrical circles are elated over the manner in which the Minneapolis Tribune is opening up to theatre exploitation and publicity. The sheet formerly was death on this sort of stuff with the chiefs of staff among the most hard boiled in the country. Now, however, the newspaper is showing a willingness to play ball with the theatres, as evidenced by tie-ups which have given Publix considerable free display and news advertising and publicity in return for theatre screen and lobby advertisement for various of the newspaper features. As a case in point, the Minnesota Theatre last week called its organ novelty "Pop Eye, the Sailor" to advertise a new comic strip which the Tribune now is using. In return, the Tribune ran a number of large display ads on "Laughing Sinners," the Minnesota feature picture, gratis.

(Continued on page 5)

Along Film Row

(Continued from page 4)

Warner Brothers landed two of their pictures in the State Theatre, Minneapolis, one of the two leading Publix loop houses, in sucessive weeks. "Gold Dust Gertie," starring Winnie Lightner, held forth last week, while "The Public Enemy," noted gangster picture, is this week's attraction.

* * *

The Minneapolis Film Board of Trade has tentatively selected June 19 as date for its annual golf tournament. The place will be Oak Ridge golf club, where last year's tournament was held. Robert Workman and Tom Burke comprise the committee which is making arrangements for the affair.

* * *

Among Minneapolis Film Row visitors of the past week were W. R. Hiller, State Theatre, Alexandria, Minn.; C. E. Windgreene, Capital Theatre, Bismarck, N. D., and Julius Edelstein, Grand Theatre, Nashwauk, Minn. They were arranging bookings and looking over new product.

* * *

Bert Titus, state checker champion, proved such a good lobby attraction that the RKO Orpheum Theatre, Minneapolis, held him over for a second week. He meets all comers, playing three games simultaneously, and victors receive free guest tickets to the theatre.

* * *

Dick Gilbert, RKO exploitation head in Minneapolis, doubles as a cameraman, taking movies for the RKO Orpheum weekly newsreel. The chief cameraman for the service is George Ryan, a University of Minnesota student.

* * *

The rapidly growing business of the RKO Minneapolis exchange has necessitated larger quarters. The exchange will be moved from 36 Glenwood avenue, its present address, to 1100 First avenue, the former First National exchange, where it will have considerably more room and be able to render better service than ever. Mike Frisch is the Minneapolis exchange manager.

Blue Law Vote

Madison Wis.—The question of whether Wisconsin's blue laws should be repealed will be presented to the voters, during the November, 1932, election. A resolution introduced by Assemblyman John Grobschmidt, Milwaukee, after his measures for repeal of the statutes were blocked by the 1931 and 1932 legislatures, has been concurred in by both the assembly and senate.

Hamm, Third Partner of F&R Chain, Dead

William Hamm of St. Paul, third partner in the firm of Finkelstein & Ruben, operators of the Northwest's largest theatre chain prior to its sale to Publix for a reported price of more than $5,000,000 three years ago, died in St. Paul Wednesday, June 10. He was 72 years old.

The death of Mr. Hamm followed that of I. H. Ruben, another member of the firm, by less than a month. M. L. Finkelstein, who, with Mr. Ruben, founded the F. & R. theatre chain, died four months ago. In all three instances death was due to heart disease.

Mr. Hamm was a former brewer. Finkelstein and Ruben induced him to enter their theatrical concern prior to the advent of prohibition. He had heavy real estate holdings in Minneapolis and St. Paul.

Glass Tie-Up

Dick Gilbert, RKO Orpheum press agent, tied up loop traffic and got some advertising in front of large loop crowds for the theatre, by a frame-up stunt. He stalled a Ford automobile on the busiest corner and had one of the performers jump on the running board and loudly demand that his "wife" leave the machine. "What are you doing with my wife in your car?" loudly demanded the performer, as he pounded with a cane on the glass. When a crowd gathered the shades of the car were pulled down. Then they were lifted disclosing a sign advertising shatter-proof glass and the theatre. A local company contributed the machine.

Incorporation

Milwaukee, Wis.—Articles of incorporation have been filed here by the Waldemar Amusement Co. Signers of the articles are F. Scharbach, August Bellack and E. Bellack.

FILE RUBEN WILL

Bulk of Estate Goes to the Widow

An estate valued at "more than $250,000" was left by I. H. Ruben, veteran Minneapolis theatrical man and partner and co-founder of the Finkelstein & Ruben theatre chain. The will, filed in Minneapolis probate court, leaves the bulk of the estate to the widow, Rose G. Ruben, for whom a trust fund is created. Mrs. Ruben is to receive $25,000 a year for 15 years from the income of this fund. The remainder of the income is to be divided into five equal shares for his five children for the same period. Smaller amounts are to be paid out of income to other relatives.

At the end of 15 years, the investment principal is to be divided, one-half to go to the widow, if still living, and the other half to be divided among the four sons and a daughter.

Mr. Ruben was noted for his charities and philanthropies during his lifetime. A number of charitable bequests also are provided by his will. Two former employees, Carl Ferguson and Homer Showaller, also are remembered in the sum of $500 each. Bequests ranging from $200 to $1,000 and totaling $3,700 are left to various friends. The five children are left $5,000 each and eight grandchildren receive $2,500 each.

Spring Valley, Wis.—Geo. Kyle has disposed of his Opera House here to F. P. Moore.

Plymouth, Wis. — H. Schwahn has disposed of the Majestic Theatre here to Minnie and Michael Gilman.

Westerns in Demand

(Continued from page 3)

lure of these action melodramas of the open spaces. And they especially help to build up kiddie patronage. The youngsters, it must be remembered, are the grown-ups of tomorrow, and if the boys and girls in a community are developed into film fans a part of the local exhibitor's problems are solved.

From what Movie Age is able to learn the feminine fans, as well as those of the male persuasion, are boosters for the westerns. Male fans always have been strong for these outdoor action pictures. With the fair sex converted to them in the territory a great season appears in prospect for the westerns throughout the Northwest.

BIG CAMPAIGN

Minnesota in Tie-up With Baking Co.

The Minneapolis Publix advertising and managerial staff saw their "perfect commercial tie-up" realized when the huge campaign, sponsored by the Minnesota Theatre, Minneapolis, and the Continental Baking Company took form this week. The tie-up was built purely upon entertainment for the audience and direct advertising for the showhouse. The baking company underwrote the entire large cost involved.

Pivoting around the booking of a special added act for the stage show, "The Happy Wonder Trio," an act lent the theatre gratis by the Continental Bakers and one which has built a wide following as a radio attraction, the tie-up found advertising support in practically every exploitation medium. The act was introduced from the stage as a "discovery" of Lou Breese, master of ceremonies.

One of the big pieces of publicity on the attraction was a full-page co-operative ad in the Minneapolis Journal. This ad, which broke on the day before the opening, was headed by an especially written crayon drawing of Breese and his "finds" and carried the line across the top: "Lou Breese introduces the Happy Wonder Trio." Then, across the eight columns ran the line: "Together with 'The Front Page,' a Screen Triumph, etc." There were 1,600 copies of this page pasted in windows of stores handling the Wonder Bread products.

Counter cards, selling both the special act and the picture, "The Front Page," also were spotted in the 1,600 stores. All of the 66 bakery trucks carried banners with like copy. On the day before the opening, this army of trucks, headed by Lou Breese in his own car and by a police escort, paraded the loop streets.

Large insert leaflets, devoted almost entirely to the picture attraction, were wrapped around 80,000 loaves of bread delivered to dealers during the week. Full-size loaves of bread also were presented gratis to the first 1,500 women entering the Minnesota Theatre Monday.

No Two Operators

Madison, Wis. — A bill to force exhibitors to employ an operator for each machine in the projection booth, recently introduced into the state senate has been killed. A similar measure was introduced earlier in the session in the assembly but was withdrawn.

M. P. T. O. Hits at Allied

Bulletin Attacks Allied States for Taking Credit for Service Charge Reduction.

New York—M. P. T. O. A. is pointing its guns at Allied States Association and is accusing the latter organization of taking the credit for bringing about a reduction of service charges. In the June issue of the M. P. T. O. A. bulletin it is pointed out that a comittee discussed the matter with C. W. Bunn of Electrical Research Products several days before a committee of Allied men made a similar visit to Bunn. The initial move for the reduction, according to the bulletin, was made by Jack Miller of Chicago at the M. P. T. O. A. convention four months before the first conference with Erpi.

The bulletin further criticizes Allied for its favorable attitude toward sponsored advertising.

INDEPENDENTS' BEST SEASON

Says H. D. Edwards, Who Declares Next Year Offers Golden Opportunities for Producers.

Hollywood — Independent producers can look to the next season as one offering the greatest opportunities, according to H. D. Edwards, pioneer production executive, who is to make "Pagan Lady" for Columbia release.

"For the last several seasons the independent producer has felt that each year would be 'the best,' but each time something disrupted the forecast," says Edwards. "Just when everything seemed right, along came the talkers. With the major companies having first call on all the recognized equipment, none being available to the indies until such time as sufficient equipment had been manufactured and set up in the major studios, it was practically impossible for the independent producer to make the right kind of talking pictures. Stars and featured players of the right kind for talking pictures also were cornered by the major companies. But now the best in equipment, acting talent, directors and stories are available to the independent. This is exemplified in my forthcoming production of 'Pagan Lady,' which will be directed by John Francis Dillon with a cast including Evelyn Brent, Conrad Nagel, Chas. Bickford, Roland Young, Wm. Farnum, Gwen Lee, Leslie Fenton, Lucille Gleason, Wallace McDonald and Walter Percival."

Wants Fairer Zoning

M. P. T. O. Claims Circuits Are Asking Too Much Protection; Asks For New System.

New York—The M. P. T. O. A. is urging that new and fairer zoning plans be adopted and is claiming that the big circuits are demanding "terrific protection, out of all reasonableness and unheard of in the business at any time." Officials of the national organization point out that the committees that organized the first zoning plans, which were never put into effect, could be called into service to draft a new national system.

PATHE WINS

Supreme Court Decision on Old Contract Film

Buffalo,—Judge Hinckley in Special Term of the Supreme Court on Friday, June 12, denied an injunction sought by La Hay, Inc., operating the Lafayette Theatre, to prevent RKO-Pathe Distributing Corp. from permitting the showing of the Constance Bennett picture, "Born to Love," in Shea's Buffalo Theatre. Plaintiff sought to obtain the picture as one of those under the old agreement with the old Pathe company. The court rejected this theory.

FAVORS MERGERS

Government Friendly to Consolidations

__**Washington**—The favorable attitude of the government toward the consolidation of Standard Oil Co. of New York and the Vacuum Oil Co. is interpreted to mean that the government is doing its part to aid constructive business enterprises. The step by the government is looked upon as a means of opening up the possibilities for an okay on the Warner-First National case, Fox-Loew situation and lessening of interference being enlisted by the minority opposing the RKO-Pathe merger.

Unknown Cast

New York—D. W. Griffith will produce a talking picture in the east with a cast of comparative unknown players, it was reported last week. The veteran director expects to uncover new talent. The necessary finances have been secured and production will get under way in July.

KLEINE PASSES

Pioneer Film Man Dies in New York

New York—George Kleine, one of the pioneers of the motion picture industry in the exhibition and importing branches, died last week at his home here. Kleine was instrumental in the building and development of early projectors and was active in the formation of the Motion Picture Patents Co.

Fox Reorganized; New Directors are Elected

New York — Reorganization of Fox Films was completed last week when eight new directors were elected. The reorganization began a year ago when William Fox relinquished control after financial difficulties had brought about his retirement from active interest in the organization.

In a 15-minute perfunctory session of stockholders held in the theatre atop the company's new headquarters, the change in directors was effected without a dissenting vote.

The new members are Albert H. Wiggin, Cornelius Vanderbilt, Geo. M. Moffett, Frank O. Watts, Philip R. Clarke, David K. E. Bruce, Edwa Tinker and Samuel W. Fordyce.

The old directors who were reelected are Harley Clarke, the president; Matthew C. Brush, Winfield Sheehan and Charles W. Higleywn.

At a meeting prior to the stockholders' session directors placed the class A and class B stocks on a $2.50 basis by the declaration of 62½-cent dividends. Mr. Clarke said it was hoped the company would be able to return to the $4 basis in the third quarter.

TWO NEW TITLES

Radio Changes Names of Two Pictures

Hollywood—"Transgression" is the new title that supersedes "The Next Corner," Herbert Brenon's latest production for Radio Pictures. Kay Francis and Ricardo Cortez are featured, with William Welch, Adrienne d'Ambricourt, John St. Polis, Wilfred Noy and David Dunbar.

PAPA SILVER

New York — A daughter was born last week to Gertrude and Milton Silver. Mr. Silver is advertising manager of Universal.

Silver, in announcing the event to P. D. Cochrane, sent the following wire:

"Exclusive story immediate release—Gala world premiere Jeanne Ritchie Silver, first appearance anywhere—eleven thirty p. m., June third—Finest production of kind ever played this house—Booked for indefinite run."

World Confab

London—A World conference of all branches of the motion picture industry is being planned here. Representatives from America and other parts of the world will be invited. The event will take place in London next year if the plans are carried out.

THRILL-O-DRAMAS

With Kenneth Harlan and Josephine Dunn. The first picture of its kind. Action in the sky, revolving around the dramatic story of a new development in police patrol. Climaxed by a magnificent battle in the air!

"AIR POLICE"

With Rex Lease and Dorothy Gulliver. The rugged virile ghost of the rowdy old West makes a hectic entree into the new, and then how the cactus does fly! Hard riding, hard fighting, woven 'round with a golden thread of romance.

"IN OLD CHEYENNE"

With Charles Delaney, Vera Reynolds and Carrol Nye. Rival auto racers, competing for a pretty girl's favors, run the gamut of incredible thrills. A sensational race reaches its climax in a death-rending crash! Action galore!

"HELL BENT *for* FRISCO"

From a magazine story by Michael L. Simmons. Ready for production. A stirring epic of the daily life and adventures of an ambulance surgeon. The clang of the gong takes this romantic figure thru a maze of heroic action and startling drama! A smashing exploitation special!

A SPECIAL RELEASE

SONO ART-
WORLD WIDE
PICTURES INC.

"FIRST AID"

Testing Contract

(Continued from page 3)

valid because of its one-sideness in the film company's favor.

Another test case recently tried at Benson, Minn., involving similar subject matter, is being considered by the court, following the submission of briefs by attorneys representing both sides.

SIGN SETH PARKER

Radio Favorite Will Do RKO Talker

Hollywood—"Seth Parker" will soon reach the screen. William LeBaron has wired eastern headquarters of Radio Pictures that he has approved the feature story written by Jane Murfin for Phillips Lord, famed creator of the "Seth Parker" series of broadcasts.

Lord has arranged to arrive in Hollywood July 20 with twelve members of his famous troupe.

As "Seth Parker" Lord is heard in millions of homes every Sunday evening through facilities of the National Broadcasting Company. From the hear of New York, center of the sophisticates, Phillips Lord sends forth his programs replete with home-spun philosophy which touches a sympathetic chord in the hearts of a legion of listeners.

Another for Holt

Hollywood—Jack Holt has been signed to portray the big role in Columbia's forthcoming de luxe "special," "Fifty Fathoms Deep." The picture, a tense drama of danger and adventure of those who seek treasure at the mysterious sea bottom brings Mr. Holt back to the Columbia lot after a brief vacation at his Las Vegas, Nevada, ranch. Richard Cromwell, who starred in "Tol'able David," his initial screen role, will depict the juvenile lead.

Buys Two Plays

Hollywood — Metro - Goldwyn - Mayer has acquired talking picture rights to two well-known dramatic properties, "Turn to the Right" and "Three Wise Fools." "Turn to the Right" was written by Winchell Smith and J. E. Hazzard, ran for three season's in New York City and later proved an extremely popular play with repertory and stock companies. "Three Wise Fools," Austin Strong's play, was produced in New York by John Golden, and after a season on Broadway played throughout the country, with many subsequent revivals.

Boardman With Cooper

Hollywod — Eleanor Boardman, now making her debut as a Paramount contract player, will appear opposite Gary Cooper in "A Farewell to Arms."

RADIO TIE-UP

Novel Exploitation on "Public Enemy"

As an exploitation stunt for "The Public Enemy" at the State Theatre this week, a radio tie-up was arranged which created considerable talk. The stunt consisted of special radio announcements at regular intervals throughout each day. These announcements were in the nature of "police alarms." The shriek of a siren came first and then a statement to the effect that "The Public Enemy" was in town. Listeners-in were notified that if they brought in the "magic word" mentioned during the broadcast they would be the theatre management's guests. The radio hook-up was secured without cost to the theatre.

Another stunt used to exploit the picture was that of having loop newsboys shout "Public Enemy" in connection with special editions pertaining to gangsters. The management obtained the boys' goodwill by having them as guests at a special showing.

Strict Censorship

(Continued from page 3)

good police protection. Theatre operators here indicate they would close their showhouses immediately in case of a strike, instead of trying to operate with non-union help as on other occasions.

"SWEEPSTAKES"

To Be First RKO-Pathe 1931-32 Release

New York — Ned E. Depinet, vice-president and general sales manager, states that RKO Pathe will start off the 1931-32 schedule with the release of "Sweepstakes," a comedy drama of the race track, on July 10. Eddie Quillan is the star who inaugurates the release of the Personality Group which presents Constance Bennett, Ann Harding, Helen Twelvetrees, Ina Claire, William Boyd and Quillan.

Depinet states that "Sweepstakes" was moved up a month on the schedule because of its timeliness to the racing season which permits exhibitors opportunity to tie-in with the interest in the turf created by the Kentucky Derby, Epsom Downs' Derby and other classics. He further believes that an outdoor action picture is an excellent anecdote to counteract the competition of open-air attractions now getting under way, particularly since the Quillan vehicle has plenty of exploitation and ballyhoo angles.

MOUSE CLUB MEETS

30 Wisconsin Cities Are Represented

Milwaukee, Wis.—Fox's Mickey Mouse convention held here June 6 with approximately 4,000 kiddies attending, was a decided success. The delegates from clubs in 30 Wisconsin cities were first entertained at Fox's Wisconsin Theatre, the feature of the show being Fanchon and Marco's Mickey Mouse Idea.

At noon the delegates were feted at a banquet at the Hotel Schroeder, prior to which a parade was staged through the downtown sections of the city. Seven bands were included in the parade and floats of a number of the sponsoring firms made up the line of march.

TOM KEENE

Is RKO-Pathe's New Western Star

Tom Keene has been selected by Charles R. Rogers, production chief, as the star of RKO-Pathe Western features. The new star will be seen in six pictures a year.

Tom Keene is not a newcomer to the screen. He has already established himself with the fans under his own name, George Duryea. However, it was decided that Tom Keene was more in character with his new specialized line of acting. It was under the Rooster banner that he made his screen debut as the hero of Cecil B. DeMille's dramatic spectacle, "The Godless Girl."

"FINN" STARTED

Second of Mark Twain's Under Way

Hollywood — "Huckleberry Finn," the second screen version of a Mark Twain story to go into production as a talker, has just started before the recording cameras of the Hollywood studio of Paramount under the direction of Norman Taurog, who rose to fame recently for his work with "Skippy." Taurog, who has just finished directing "Forbidden Adventure," which is the new title for Sinclair Lewis's latest story, "Let's Play King," will have under his guidance some of the youngsters who were with him in the Lewis story.

Others who resume their original parts are Mitzi Green as Becky Thatcher, Jackie Searl as Sid Sawyer, Clara Blandick as Aunt Polly and Jane Darwell as the Widow Douglas.

Western Demand

(Continued from page 3)

been to obtain sufficient prints to supply the demand," said Ben Marcus, Minneapolis excange manager. "Our western prints have been working continuously and there has been a veritable flood of inquiries regarding the new product."

With 12 westerns this year and 12 slated for next year, Celebrated Exchange, 70 Glenwood avenue, Minneapolis handling the Big 4 product, is sitting pertty. M. O. Mugridge, exchange manager, says his business has left nothing to be desired. Throughout the entire past 12 months, bookings have held up splendidly and the depression has been felt but little, he says.

Mr. Mugridge is enthusiastic over the new western serial, "The Vanishing Legion," starring Harry Carey and Edwina Booth of "Trader Horn" fame, which he soon will release in the territory. His other western serials, starring Rin-Tin-Tin and Tom Tyler have been going over big. A big card in the "Vanishing Legion" serial is Rex, king of wild horses."

"Fair Warning," "Not Exactly Gentlemen" and 'The Big Trail" are the outstanding Fox westerns, with George O'Brien a favorite among lovers of these action pictures. "Cimarron," the RKO epic, is one of the greatest of all outdoor action films, of course, and still one of the biggest cards in the territory.

Pathe is proud of Bill Boyd's "The Painted Desert," which is going over splendidly everywhere. The local exchange wishes it had more of these westerns. The Minneapolis Universal exchange is eagerly awaiting westerns among its new product.

Paramount has an unusually strong line-up of westerns which exhibitors in the territory are buying eagerly. The line-up includes: "Dude Ranch," "Gun Smoke," "The Santa Fe Trail" and "The Conquering Horde," all of them sure-fire box-office, it is said.

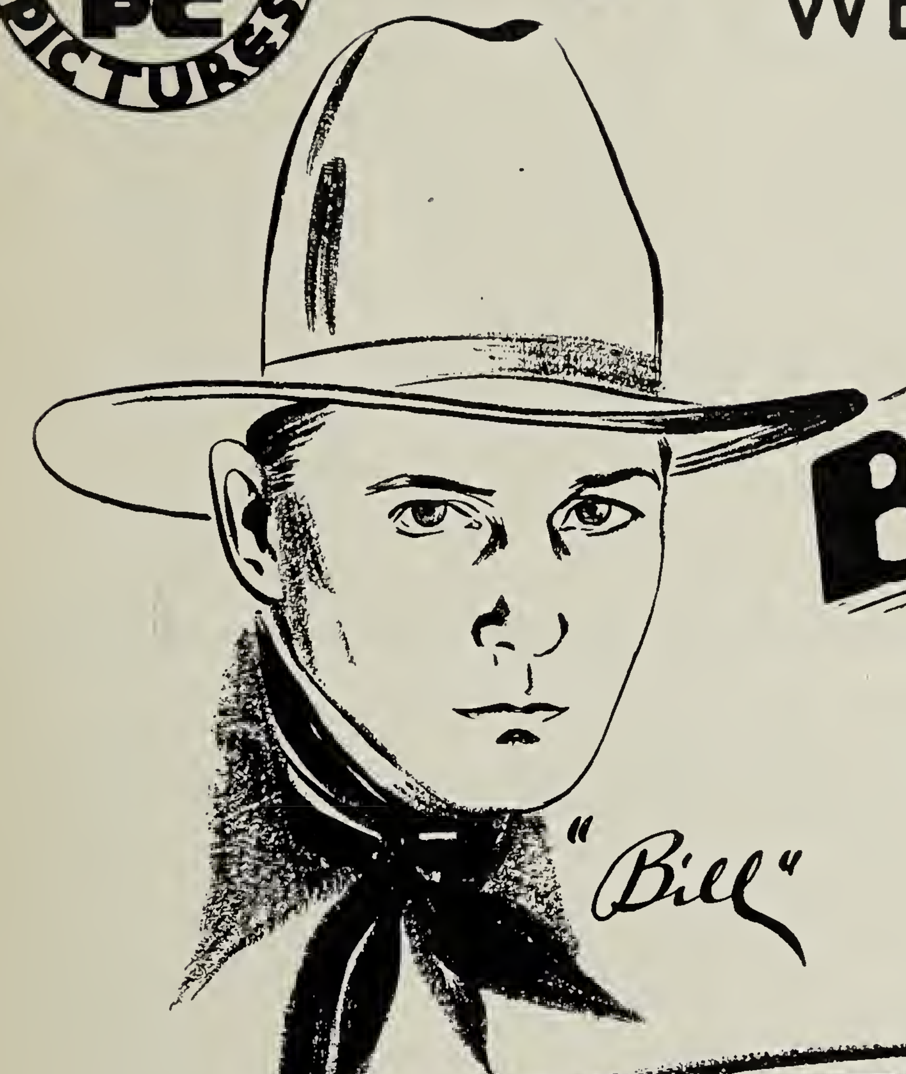
Metro-Goldwyn comes to the front with "Way Out West," starring William Haines, and "The Great Meadow," with John Mack Brown.

"In Old Cheyenne" is a Sono-Art Western that has been cleaning, while Tiffany's "The Two Gun Man," "Headin' North" and "Rogue of the Rio Grande" are outstanding magnets everywhere, it is reported.

The Orpheum had a tie-up with "Action Twins" which gave it a big newspaper advertising lay-out without any expense. The "Action Twins" are used to exploit radiator ornaments for automobiles.

MONOGRAM PICTURES
MPC

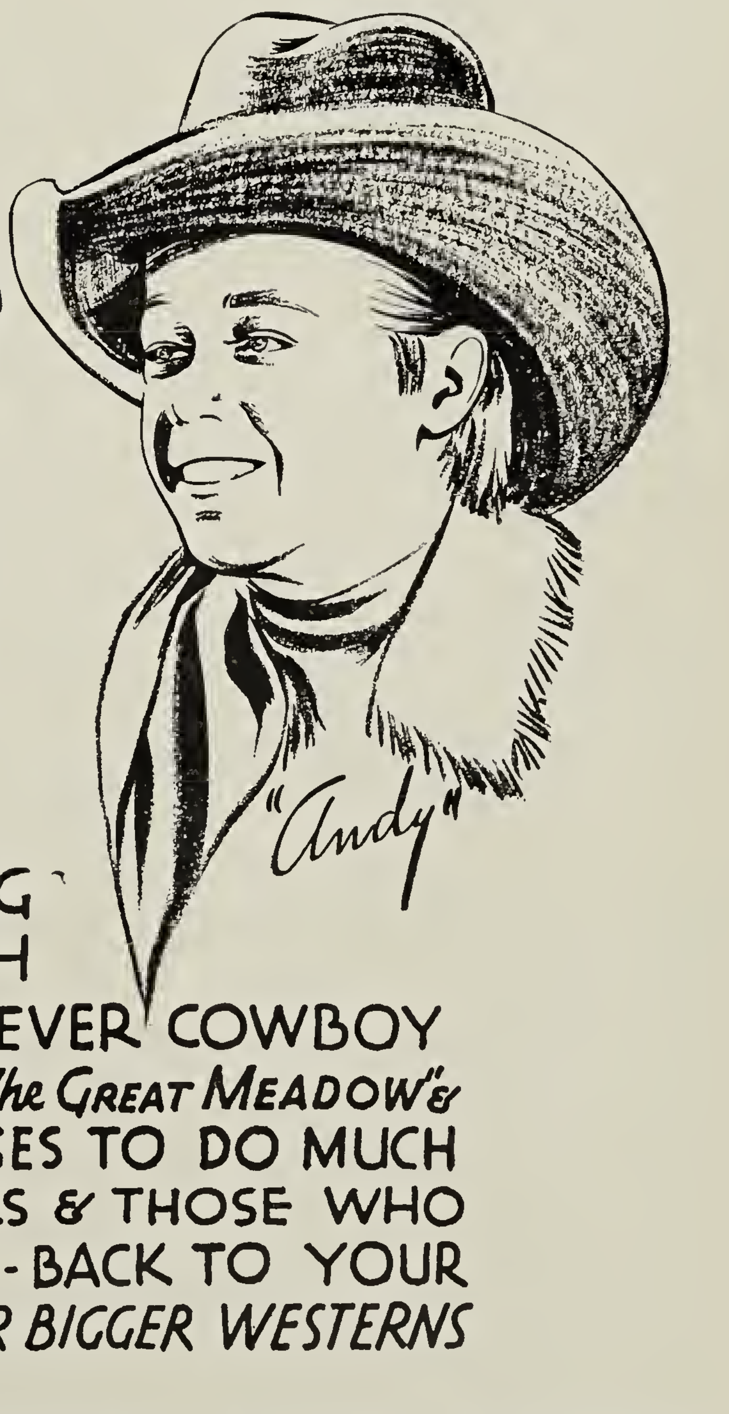
here's "BILL & ANDY" MONOGRAM'S NEW WESTERN STARRING TEAM! ★



BILL CODY

AND

ANDY SHUFORD



This CODY-SHUFORD COMBINATION IS BOUND TO PROVE ONE OF THE BIGGEST DRAWING TEAMS EVER INTRODUCED ON THE SILVER SCREEN ------

BILL CODY-HARD RIDING-HARD HITTING ACE HORSEMAN, CO-STARRING WITH *LITTLE ANDY SHUFORD*-CLEVER COWBOY JUVENILE OF *"The Big Trail"* • *"The Great Meadow"* & *"A Rider Of The Plains"* PROMISES TO DO MUCH TO BRING THE YOUNGSTERS & THOSE WHO WISH TO BE YOUNG AGAIN-BACK TO YOUR THEATRE. *PLAY "BILL & ANDY" FOR BIGGER WESTERNS AND BIGGER BUSINESS !!!!!*

8 *FAST ACTION = SMASHING-FIGHTING-HARD RIDING* MONOGRAM WESTERNS :—

"*The* MONTANA KID" • "DUGAN OF THE BAD LANDS"
"*The* LAW OF THE NORTH"—"SO THIS IS TEXAS"
"OKLAHOMA JIM"-"LAND OF WANTED MEN"
"MASON OF THE MOUNTED"-"*The* GHOST CITY"

MIDWEST FILM DISTRIBUTORS
Omaha, Nebr.

SECURITY PICTURES, INC.
Milwaukee, Wis.

Educational to Have 128 Short Subjects

New York — Educational will have one hundred and twenty-eight subjects on its 1931-32 schedule, of which fifty-two will be two-reel comedies, and seventy-six, one-reel subjects.

Mack Sennett, who has been producing short features exclusively for Educational since his entry into the sound field, will make twenty-six two-reel comedies next season, and two different one-reel novelty stories. Sennett's two-reel comedies will be divided into three groups; there are to be eight Andy Clyde comedies, six Mack Sennett comedies featurettes, and twelve Mack Sennett comedies.

The Sennett comedy featurettes are to be made on a large production scale. It will definitely be a "class" series, with stories and settings that are essentially modern, without being so sophisticated as to jeopardize its appeal universally. In every feature, except length, they are to resemble important seven-reel pictures.

The complete Educational lineup is as follows:

Two Reel Comedies

Eight Mack Sennett-Andy Clyde comedies starring Andy Clyde; six Mack Sennett-Comedy Featurettes; twelve Mack Sennett comedies with such players as Harry Gribbon, Patsy O'Leary, Marion Sayers; eight Vanity Comedies, Al Christie Productions; six Torchy comedies featuring Ray Cooke; six Mermaid comedies, fast action, rough and tumble comedies; six Ideal Comedies, featuring important stage and screen players.

One-Reel Subjects

Twenty-six Paul Terry-Toons; twelve Mack Sennett brevities; a novelty series in color, introducing such interesting activities as those to be found at Agua Caliente, Reno, etc.; thirteen Cameo Comedies, fast action slapstick comedies; thirteen Romantic Journeys, novelty series combining romance, beauty, travel and adventure, with Claude Flemming, famous world traveler as narrator and guide; six Cannibals of the Deep, new thriller series showing rare specimens of the sea; six Lyman H. Howe's Hodge Podge, interesting shots from everywhere, with complete commentary and sound effects.

START "FIRST AID"

Fifth Thrill-O-Drama on Sono Art Schedule

Hollywood — "First Aid," from the magazine story by Michael L. Simmons, and fifth on the Sono Art-World Wide's schedule of Thrill-O-Dramas, has gone into production, under the supervision of George W. Weeks. Grant Withers has the starring role, supported by Phyllis Barrington, Marjorie Beebe, Donald Keith, Wheeler Oakman, William Desmond, Paul Panzer, and George Cheesboro.

56 RADIO SHORTS

Darmour, Van Beuren and Brock to Produce

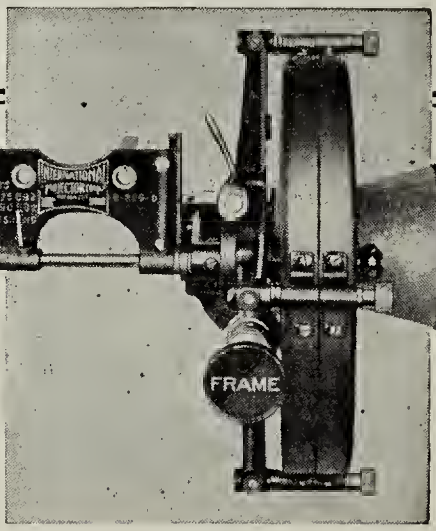
Hollywood—Fifty-six short subjects are to be released by Radio Pictures for the season 1931-32. Included are 24 two-reelers to be filmed by Louis Brock and six two-reelers by Larry Darmour. In addition, Amedee Van Beuren is to contribute 13 one-reel cartoons and 13 one-reel novelties.

Included in the 24 two-reelers to be produced by Brock will be six "Headliners"; six Ned Sparks; six Rosco Ates; six Chic Sale's.

COOLING
TODAYS MODERN THEATRES
THE COMMANDER
THE SUPREME
NATURAL REFRIGERATION AND AIR COOLING SYSTEMS
WRITE FOR CATALOGS-PRICES-TERMS
SUPREME HEATER & VENTILATING CORP.
ST. LOUIS, MO.

A big saving on a Standard Accessory

YOU can't hold the crowds these days without better sound than you gave them last year or the year before. Projection equipment must be up-to-date. In three important ways your National Branch will help you keep a little ahead of the competition: (1) They always have the latest and best improvements first. (2) They won't approve or sell new items unless they actually *are* improvements. (3) Their prices—even on standard accessories—are usually lower. The new Simplex Rear Shutter is a good example of National Economy. It originally appeared on the market at $190. Because of the great sales volume it received through the coast-to-coast organization of National Theatre Supply Company, it has been possible to reduce this price to $145. . . . Just another of the many purchasing advantages that are constantly coming to National Customers.



The new Simplex Rear Shutter provides for a greatly increased screen illumination and reduces heat at the aperture by approximately 75%. . . These advantages will bring your projection up-to-the-minute and add noticeable improvement to Sound-on-Film features. A service man from your National Branch is ready to install your set of Simplex Rear Shutters at any time.

NATIONAL THEATRE SUPPLY COMPANY

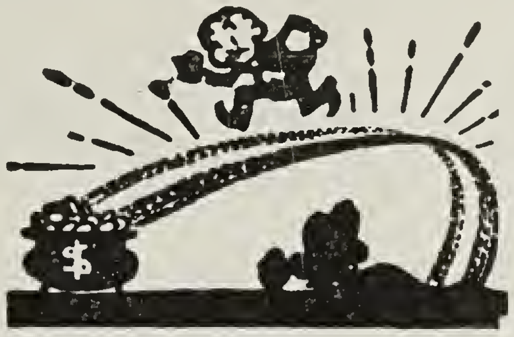
THE STAMP OF TRUE ECONOMY

1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa.

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

Banner Exploitation on New Jones Series

BUD BURMESTER, owner of the Hollywood Theatres Corporation of Fort Worth, Tex., used an extensive campaign in putting over the new Bobby Jones shorts released by Warner.

Enthusiastically sold on the shorts himself, Burmester determined to sell the public on them. Beginning four weeks in advance of his booking date on "The Putter," Burmester got out fifty twenty-four sheets. These he posted at strategic points leading to the various golf courses in and around Fort Worth. He had twenty-five one-sheets backed, using seven for window tie-ups in Fort Worth and sending the others for display on the golf courses. There were distributed three thousand heralds printed in color at the golf clubs and during the two weeks preceding the showings fifteen thousand throwaways were enclosed in local laundry packages.

An athletic equipment shop made a colorful display in the lobby of the Hollywood Theatre, showing the type of clubs Bobby Jones used in his tournaments and this attracted much attention. To the players on the miniature golf courses, who made a hole in one was given the privilege of buying two tickets for the price of one. Specially designed cards were gotten up for the hotel lobbies.

The exhibitor got up a 150-foot talking trailer showing Bobby Jones making the rounds on the green, and every street car carried a Bobby Jones banner on its fender. At all the luncheon clubs announcement of opening of the Bobby Jones series was made and the Kiwanis Club gave space to the series in its official organ.

In the local and suburban papers Burmester played up the series in big feature fashion, taking considerable space. As a final stunt on the Saturday of the opening of the series he dressed all his ushers in regulation plus fours, each sweater containing the name Bobby Jones across its front. Of course, there were a few other stunts after the opening such as an early forenoon showing for all the professional golfers in Fort Worth and another early forenoon showing for all the caddies employed at the local links. If he overlooked anything in putting over the Bobby Jones series Burmester would like to be told of it.

Soap Tie-up Gets Good Results

THE advertising staff of the Strand Theatre in Birmingham, Ala., is responsible for adding some new wrinkles to an old exploitation stunt. In connection with the showings of Warner Bros. production of "Fifty Million Frenchmen" the Strand management made a deal with the manufacturer of a toilet soap whereby he was to buy five hundred admission tickets to the picture. These he was to turn over to a department store to be used as prizes for purchasers of the soap. Part of the plan called for the department store to advertise the picture in all its Saturday and Sunday ads. The scheme went through, the store devoting 125 lines double column to "Fifty Million Frenchmen" in all of its week-end ads.

Two Stunts on "Public Enemy"

IN putting over "The Public Enemy" for its run at the Earle Theatre, in Washington, D. C., the Warner theatre staff got out two pieces of exploitation material that bear all earmarks of cleverness. One of these was a small pamphlet designed to interest and appeal to feminine fans. It was printed in two colors, profusely illustrated and impressive pictorially and typographically. One of its articles was titled, "Why Do Women Love Brutes?" and another was "The Letter of a Gangster to His Sweetheart." The feminine appeal throughout the pamphlet was direct.

The second piece of exploitation matter consisted of a pictorial announcement on the coming of "The Public Enemy" to the Earle and was designed to interest fans in general.

Thousands of the pamphlets and announcements were distributed and were effective as was proved by the fact that the special midnight opening of the picture attracted a turnaway audience.

3 Ways to Sell "Dude Ranch"

DUDE RANCH" can be classified as a different kind of a western and consequently needs a different kind of a campaign to sell it. According to Gabe York, writing in "The Last Word," Fox Theatres publication for house managers, there are three ways to sell this picture to the public. You can take your choice.

Quoting Yorke on his suggested campaign:

"If the western angle means money to your theatre, sell it as a western. But on the other hand, if you do best with gang pictures, sell this one as a gang picture. Or you can take a third angle and sell it as a society picture, with wealthy and thrill-hungry society looking for action in the west, and finding it. In any case, don't forget to include comedy angle.

"'Dude Ranch' is a comedy. It never gets serious. If you advertise it from the comedy angle alone, you might find some excellent catch lines in the dialogue of the picture. Screen the picture and copy some of the dialogue between Oakie and Pallette, in their take off of Black Dan and Cowboy Gilroy. If caricatured, these two would make good comic posters.

"If you want to ballyhoo this picture, you can go the limit. Use comic cowboys on horseback, bannered '"Dude Ranch." I never saw a cow.' It doesn't matter whether the fellow can ride a horse or not. In fact, if you can get a trick rider that can fall off a horse and get back on in a comic manner, get one. That is what Oakie does in the picture.

"Railway companies are now advertising summer vacations on 'Dude' ranches. It might be possible to obtain window displays in railway offices. The Chicago, Milwaukee and St. Paul, and the Great Northern are featuring such trips. They have offices in the larger cities in the East.

"Arrange for window displays in local stores of riding habits, camp kits, and outdoor equipment. Sporting goods stores can make attractive windows with camp kits, small tents, fire-arms, kettles and tripods.

"Use cut-outs for window displays, lobby and other available spots. All the paper is done in the comic vein. There are other ballyhoos which could be used. For instance, you might have a cowboy in full regalia, chaps, gun, and everything, big spurs if possible, riding a broom horse, or stick with horse's head. They can be purchased in any toy shop. Put the banner on his back. Use the line, 'It's all in fun, see "Dude Ranch" at the Fox Blank Theatre.' Another stunt that could be used would be to have a cowboy in full regalia, riding a hobby horse, saw horse, or horse used by contractors and carpenters. This could set on the outer edge of the sidewalk.

"Call out the local pony brigade. Offer prizes for the best cowboy suit and best looking pony. Call it 'The "Dude Ranch" round-up,' and offer prizes for the best Indian costume for boys and also for the girls. Best cowboy costume for boys and best cowgirl. Tie up with your local stores during the contest, with displays showing suits for the contest.

This picture should be well exploited. And it is one that will please children. We would suggest that you use the children angle in exploiting wherever possible.

Money Draws for "Millionaire"

IT occurred to Jack Rosenberg, manager of the Plaza Theatre in San Diego, Cal., that the title of the George Arliss picture, "The Millionaire," suggested money. As he was about to show the picture he decided that he would make money in some form figure in the advertising of it. One of his stunts was to distribute what looked like cartons of twenty dollars in fifty-cent pieces. The regulation paper was used so that the rolls looked as if they had just come from the bank. On removing the brown wrapper a silvered piece of wood was exposed. On the inside of the wrapper was printed an announcement of the showings of "The Millionaire". The package of "half dollars" created a lot of amusement and everyone wanted them. The stunt turned out profitably for it brought a lot of real money to the Plaza box-office.

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.
NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.
$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Dawn Trail, Buck Jones — Just like the rest of Buck's pictures—extra good. If your fans want action, romance, hard riding and some good gun play, book "Dawn Trail." It will please them.—C. F. Bonner, Community, Pine Bluff, Ark.

Tol'able David, Richard Cromwell—Here's one that will please. It is different in story. Acting and sound extra good. I did good business on this one and I believe others can, too.—C. F. Bonner, Community, Pine Bluff, Ark.

FIRST NATIONAL

Too Young to Marry, Loretta Young—The title is misleading although it fits the picture. This is a homely story that will please the whole family. Plenty of good clean comedy and wholesome clean story in every way.—J. W. Crabtree, Metro, Clarendon, Ark.

M-G-M

It's a Wise Child, Marion Davies—Enjoyed by those who saw it but criticized in the churches.—Mrs. D. B. White, Ritz, DeFuniak Springs, Fla.

Stepping Out, Reginald Denny and Charlotte Greenwood—This is the best comedy of the season. Charlotte Greenwood is a scream. Pleased 100 per cent.—Ritz, Hale Center, Texas.

Trader Horn, Harry Carey—This is one of the best African pictures to date. Went over in fine shape. It should get the money and please the patrons.—Ritz, Hale Center, Texas.

Paid, Joan Crawford—A satisfying production from every angle. A really good story full of action, comedy and thrill. Joan Crawford is well liked here. She takes the part of a sales girl railroaded to prison as an example to the other girls relative to stealing. Her prison experience hardens her. She joins a gang of crooks and marries the son of the man that sent her to prison, as a revenge. Oh, yes, ending okay.—J. W. Crabtree, Metro, Clarendon, Ark.

PARAMOUNT

Up Pops the Devil, Carole Lombard—A very good comedy with a fine cast and clever dialogue.—Ritz, Hale Center, Texas.

SONO ART

Air Police, Kenneth Harlan—This picture is a good air thriller and has some good fights. Sound on film not extra good.—C. F. Bonner, Community, Pine Bluff, Ark.

STATE RIGHTS

Ten Nights in a Bar Room, Wm. Farnum—Good show that pleased. Fair attendance—Princess, Elwood, Ind.

TIFFANY

Aloha, Ben Lyon—Tiffany has put out another good one. I played this one to good business. Everybody was pleased with this picture but did not like the ending. Raquel Torres kills herself in the end. This does not ruin picture. Book it.—C. F. Bonner, Community, Pine Bluff, Ark.

UNITED ARTISTS

Indiscreet, Gloria Swanson—This picture pleased about 95 per cent. This type picture more popular than heavy drama.—Mrs. D. B. White, Ritz, De Funiak Springs, Fla.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____________________
Star ____________________ Producer ____________________
Business and Comment: ____________________
____
____________________ Weather: ____________________
Title ____________________
Star ____________________ Producer ____________________
Business and Comment: ____________________
____
____________________ Weather: ____________________
City ____________________ Theatre ____________________
State ____________________ Exhibitor ____________________

WESTERN AND ACTION FEATURES

Current~ Coming

MEET FAMILY NEEDS

With Virile Productions RKO-Pathe Plan

"Youth passes, but romance lives," says Ned E. Depinet, vice-president and general sales manager of RKO-Pathe. And he continues:

"The old fashioned western pictures entertained youngsters from eight to 80 and we believe their charm has not decreased. Their disappearance from the screen may be attributed to a passing change in public taste, but the public still wants the thrills that only westerns can offer.

"More than that, with sound and the modern perfection of photography, there will be more beautiful scenic effects, naturally, with more realism from every standpoint.

"To help bring back the family trade and thus aid exhibitors in one of their box-office problems, RKO-Pathe is producing for the new season six feature length westerns in addition to two series of four action pictures starring Bill Boyd and Eddie Quillan.

"This series will be designed to appeal to the entire family and regain for exhibitors the patronage of the younger generation. They will appeal to all classes. They will be western action pictures with plenty of romance and adventure staged in the atmosphere of the West of the wild and wooly days of the picturesque past.

"Charles R. Rogers, who guided the destines of two of the screen's most popular heroes, Ken Maynard and Harry Carey, will supervise these RKO-Pathe westerns."

MANY ACCESSORIES

Available on Columbia's Buck Jones Series

A great variety of attractive accessories designed for both adult and juvenile appeal, are offered exhibitors for the exploitation of Columbia's lineup of the Buck Jones outdoor productions.

In addition to the usual one, three and six sheets, window cards and lobby cut-outs, the list of accessories includes: Lobby Hanger heads of Jones size 10¾ x 13 ins., in gray and red on 6-ply card; felt pennant, suitable for lobby hangers, size 18 x 27 ins. in red, blue and white; heralds in red and

(Continued on page 15)

HEREWITH is a representative list of Western and Action pictures, the majority of which are available for immediate dating. Others to be released during the early part of this coming season are also listed. Because the production schedules of all companies have not as yet been definitely set, the list is, naturally, subject to additions and changes.

ALLIED—6 Hoot Gibsons: "Clearing the Range," "Hard Hombre," "The Gay Buckaroo" and 3 others to be announced later.

BIG 4—Two Nick Stuarts: "Sheer Luck," "Trapped." 6 Wally Wales: "Bar L Ranch," "Breed of the West," "Canyon Hawks," "Red Fork Range," "So This Is Arizona," "Trails of Danger." 2 Jack Perrins: "Beyond the Rio Grande" and "Ridin' Law."

COLUMBIA—11 Buck Jones: "Avenger," "Branded," "Dawn Trail," "Desert Vengeance," "Ex-Ranger," "Fighting Sheriff," "Lone Rider", "Men Without Law," "Shadow Ranch," "Texas Ranger." James Hall in "The Lightning Flyer." Coming: "Arizona," special.

FIRST NATIONAL—"The Lash," Richard Barthelmess.

FOX—"The Big Trail," John Wayne; "Fair Warning," with George O'Brien. Coming: "The Wyoming Wonder," George O'Brien.

ROBERT J. HORNER—5 Jack Perrins: "A 45-Calibre's Echo," "Days of Old Cheyenne," "Frontier Rodeo," "Lariats and Six-Shooters," "Sheriff's Secret."

WILLIS KENT—"College Cutup," "Crimson Dawn," "His Brother's Wife," "Let's Start Something," "Satan's Breed," "Torture Ship." Lane Chandlers: "Conyon of Fear," "Drfting Slim," "Hurricane Horsemen," "Idaho Kid," "Reckless Rider," "Sage Brush Romeo."

METRO-GOLDWYN-MAYER—"Billy, the Kid," John Mack Brown; "Great Meadow" John Mack Brown; "Men of the North," Gilbert Roland; "Trader Horn," Harry Carey. Coming: "Squaw Man," Roland Young.

MONOGRAM—"Dugan of the Badlands," Bill Cody; "Ships of Hate"; "Yankee Don," Richard Talmadge. Coming: "Arm of the Law," "Fatal Alarm," "Forgotten Women," "In Line of Duty," "Isle of Hunted Men," "Klondike," "Law of the Sea," "Midnight Patrol," "Mother and Son," "Police Court," "Western Limited." 8 Tom Tylers: "Galloping Thru," "Honor of the Mounted" "Man from Death Valley" "Man from New Mexico," "Partners of the Trail," "Single Handed Sanders," "Two Fisted Justice," "Vanishing Men." 8 Bill Codys: "Ghost City," "Land of Wanted Men," "Law of the North," "Mason of the Mounted," "Montana Kid," "Oklahoma Jim," "So This Is Texas." ("Dugan of the Badlands" and "Yankee Don" current.)

PARAMOUNT—"Conquering Horde," Richard Arlen; "Dude Ranch," Jack Oakie; "Fighting Caravans," Gary Cooper; "Gun Smoke," Richard Arlen; "The Spoilers," Gary Cooper.

RADIO—"Cimarron," Richard Dix; "Silver Horde," Louis Wolheim. Coming: 3 Richard Dix's: "Frontier," "Marchita," "The Reckoner."

RKO-PATHE—2 Bill Boyds: "Painted Desert," "Pardon My Gun." Coming: 4 Bill Boyds: "Iron Chalice," "Suicide Fleet," and two others. 4 Eddie Quillans: "Kid from Madrid," "Sweepstakes" and two others. Also six featuring a new star.

SYNDICATE—"Beyond the Law," Robert Fraser; "Breezy Bill," Bob Steele; "Code of Honor," Mahlon Hamilton; "Convict's Code," Cullen Landis; "Lonesome Trail," Charles Delaney; "Westward Bound," Buddy Roosevelt. 3 Bob Custers: "Code of the West," "Son of the Plain," "Under Texas Skies." 3 Tom Tylers: "God's Country and the Man," "Rider of the Plains," "West of Cheyenne." Coming: "Frontier Days," "Last of the Pawnees," "Red Coats of Canada," "Texas Ranger."

SONO ART-WORLD WIDE—"Air Police," Kenneth Harlan; "In Old Cheyenne," Rex Lease; "Rogue of the Rio Grande," Raymond Hatton; "First Aid," by Michael L. Simmons.

TALKING PICTURE EPICS—"Across the World," Mr. and Mrs. Martin Johnson; "Hunting Tigers in India," Commander Geo. M. Dyett.

RICHARD TALMADGE — 6 starring Richard Talmadge: "Devil-Bound," "Dancing Dynamite," "Hot Rails," "On Your Guard," "Sailor from Satan," "Yankee Dynamite."

TIFFANY—"Fighting Thru," Ken Maynard; "Third Alarm," James Hall; "Under Montana Skies," "Utah Kid," Rex Lease. 4 Bob Steeles: "Headin' North," "Land of Missing Men," "Ridin' Fool," "Sunrise Trail." Coming: 8 Ken Maynards and 8 Bob Steeles.

UNIVERSAL—2 Hoot Gibsons: "Concentratin' Kid" "Spurs." Coming: "Ambuscade," "Back Fire," "Blizzard Bound," "Blue Blazes," "Crime Breaker," "Freeze Out," "Graft," "Gun Moll," "Man Under Cover," "Quick Triggers," "Red Hot Leather," "Sealed Orders," "Tricked."

WARNER BROTHERS—"River's End," Charles Bickford.

WEST COAST STUDIOS—Five Buffalo Bill, Jrs.: "Cheyenne Kid," "Desert Wolves," "Riders from Rattler River," "Riders of Golden Gulch," "Ridin' Romeo."

ACTION PLENTIFUL

In Sono Art's Series of "Thrill-O-Dramas"

In the second group of ten Thrill-O-Dramas, produced by Geo. W. Weeks, for Sono Art is a type of entertainment for which there has been a crying need since the advent of the "talkie." Pictures of action, dynamic thrills, pictures redolent of the great out-doors, the mastery of the air, water and the frozen tundras of the North by indomitable men. The chase and quest of romance and red-blooded adventure, pictures which have ever appealed to all ages and classes.

Four in this series of thrillers have already been completed, of which are "Swanee River," a story staged in the idyllic locale which inspired the internationally famous melody. The cast is headed by Grant Withers and Thelma Todd.

"Air Police," with Kenneth Harlan and Josephine Dunn. The first picture of its kind. Action in the sky, revolving around the dramatic story of a new development in police patrol.

"In Old Cheyenne," with Rex Lease and Dorothy Gulliver. The ragged virile ghost of the rowdy old West makes a hectic entree into the new, and then how the cactus does fly!

"Hell Bent for 'Frisco," with Charles Delaney, Vera Reynolds and Carrol Nye. A story of rival auto racers competing for a pretty girl's favors.

Preparations are now being made for the filming of the fifth in this series titled, "First Aid," from a magazine story by Michael L. Simmons. An action story of the daily life and adventures of an ambulance surgeon. This is to be followed by "Mounted Fury," an outdoor drama revolving around the virile traditions of the Northwest Mounted police; "Hell Skipper" a tale of a dare-devil sea captain who terrorizes a crew of primitive hate-maddened men; "Casey Jones, Junior" in which danger, the constant companion of railroad men, guilds the scene of this roaring romance; "Neck and Neck," a drama of the race track; and "Is There Justice?", a searching probe into society's clamor for revenge, via the electric chair.

Many Accessories

(Continued from page 14)

brown, with space for theatre imprint, containing an action photo of Jones with the name of the current film inserted, and autographed portrait of Jones, suitable for framing; repeating revolvers of wood, containing the Columbia seal and Jones' name, with ample room for the theatre imprint; attractive revolvers of paper, containing the name of Jones, the Columbia seal and title of the current picture; 8x10 photos in black and white; and Columbia's Studio News Service, published in connection with the Western star's current releases which contain reproductions of stills from the pictures and interesting anecdoes on Jones and his supporting cast

NATIONAL TIE-UPS

Through Chain Stores for Big 4 Westerns

A nation-wide exploitation tie-up has been effected by the Big 4 Film Corporation with the Federal Puritan and National Clothing Stores, jointly operating 176 clothing apparel shops throughout 38 states and the District of Columbia.

This tie-up covers three distinct campaigns. The first is an eight-page four-color magazine, fashioned after Sunday newspaper sections, and contains two fiction stories and five pages of the chain's merchandise advertising. The cover carries a head of Nena Quartaro, a full-length picture of her and one of Nick Stuart, and a scene from their latest picture, the Big 4 melodrama "Trapped," with credits. A full-page story on the stars ties in with the company's merchandise. These mailing pieces have been sent to 85,000 customers of the concern and will be distributed at about the same time as the top-runs of the picture are playing.

The second phase is a "Wally Wales Window." A ten-gallon hat of this Western favorite is being routed from town to town, where his pictures are showing, the display appearing in each window for a week. With the hat there will grouped some stills from a current Wales' release.

The third is a follow-up on the mailing piece and consists of the cover of the magazine, mounted as a window-card and surrounded with six stills from "Trapped." These will be displayed simultaneously in their stores in seventy-six cities, all of which are located on the main streets.

Radio broadcasts are planned in some of the cities. Numbers from Big 4 releases and stylist hints by their players will be offered in conjunction with an orchestral program.

SERIAL PLAYS

Perennial Action Films Now in the First Run Class

Action is the very keynote of the chapter or serialplay and those exhibitors desiring to round out a program with action pictures learned away back in the very beginning days of the continued thrillers that the great movie public liked and wanted them. Serialplays have usually been spotted on the Friday and Saturday night programs of most theatres, these nights being generally designated as "Family Nights". Consequently, as a family patronage builder, the serial, next to the western production, is a pioneer.

Within the last year, motion picture serials have attained a new importance in all types of theatres throughout the country. Not even in the heyday of serials, when Pearl White and Helen Holmes were at the height of their world-wide popularity, have serials been a more important element in the programs of all theatres than they are today.

There is a two-fold explanation of this new importance of serials. First and foremost is the fact that the decline of serials deprived theatres of a large percentage of their juvenile patronage, a patronage that is essential to every exhibitor who will realize the utmost out of the possibilities of his business. Secondly, outstanding exhibitors have learned that the new type of serials has a definite appeal to adult audiences. Roxy played serials at his great New York theatre last year.

Mascot Pictures Corporation, Nat Levine's organization, reports that full-well runs in first-run houses are no longer unusual. He points to the fact that Publix theatres are playing many of his chapter plays for extended engagements, instead of the special Saturday matinees, which is a short-sighted practice of some exhibitors.

"There is a moral in these facts," says Mr. Levine. "If such theatres as the Roxy and the Publix first run houses need serials, it is evident that no theatre, however large or small, can afford to omit them from its program."

For the new season, Mascot, specializing in serials and releasing through independent exchanges throughout the country, lists four serials, namely, "The Vanishing Legion," featuring Harry Carey and Edwina Booth as well as well as Rex, the King of Wild Horses, "The Galloping Ghost," starring Harold E. (Red) Grange, "The Lightning Warrior" with Rin-Tin-Tin and "The Shadow of the Eagle. Universal has four serials: "Fingerprints," starring Kenneth Harlan, "Heroes of the Flames," starring Tim McCoy, "The Indians Are Coming," starring Tim McCoy and "The Spell of the Circus" with Francis X. Bushman, Jr., and Alberta Vaughn. Syndicate Pictures, releasing through independent exchanges, has "The Mystery Trooper," featuring Robert Frazer and Blanche Mehaffey.

ANDY SHUFORD

New Cowboy Juvenile in Monogram Series

"Western and action pictures are builders of family trade," says W. Ray Johnston, president of Monogram Pictures Corporation. "This type of production has the interest of juvenile as well as adult and its general wholesomeness of story with its clean romance and adventure is bound to strike great favor with the majority of audiences."

The newly formed Monogram Pictures Corporation, realizing the importance of this type of feature in bringing back and keeping up family attendance has included in its new program a series of eight out-of-door productions known as the "Bill and Andy" series, featuring Bill Cody and little Andy Shuford, the clever cowboy juvenile of "The Big Trail," "The Great Meadow" and "A Rider of the Plains." Andy is only 12, but he is one of the fastest of riders, an expert marksman and can give a performance that puts you in hysterics one moment and in tears the next. The "Bill and Andy" series will be clean, light, out-of-doors western dramas which will appeal to young and old alike.

Serials That Supply Action

GUARANTEED PICTURES—("Bud" Pollard)—Jack Hoxie serial, synchronized.

MASCOT—"King of the Wild," Walter Miller; "The Lone Defender," Rin-Tin-Tin; "Phantom of the West," Tom Tyler. Coming: "The Eagle's Shadow," "Galloping Ghost," Red Grange; "Lightning Warrior," Rin-Tin-Tin; "Vanishing Legion," Harry Carey.

SYNDICATE—"The Mystery Trooper," Robert Frazer.

UNIVERSAL—"Heroes of the Flames," Tim McCoy; "Indians Are Coming," Tim McCoy; "Finger Prints," Kenneth Harlan; "Spell of the Circus," Francis X. Bushman, Jr. Coming: "Air Mail Mystery," "Battling With Buffalo Bill," "Danger Island," "Heroes of the Law."

HOOT GIBSON

Featured in New Series by M. H. Hoffman

Hoot Gibson is an old stand-by that exhibitors can always count on when they want outdoor action pictures to please their audiences. Knowing this M. H. Hoffman, veteran independent producer, secured the services of Gibson and is making a series of six features starring this popular delineator of cowboy roles.

The first of this series, "Clearing the Range," has received the plaudits of trade paper critics and is termed sure-fire entertainment. Sally Eilers appears in support of Gibson in this one. "Wild Horse" is the title of the second production, based on a Cosmopolitan Magazine story by Peter B. Kyne. Alberta Vaughn and Stepin Fetchit appear in support of Gibson. "The Hard Hombre" is the title of the third and "The Gay Buckaroo" will be the fourth. The fifth release is another Peter B. Kyne story. The sixth is to be selected by exhibitors from their vote on several stories by well-known authors.

Associated with Mr. Hoffman in the production of these Hoot Gibson productions is M. H. Hoffman, Jr., who, as general manager of Allied Pictures Corporation, is the youngest producing executive in the industry, and who, through his keen sense of production values, is proving a veritable "chip off the old block."

KEN MAYNARD

And Bob Steele Featured in New Tiffany Program

Tiffany announces that Ken Maynard and Bob Steele will both appear in series of action westerns on the company's new production program.

The first four in this group of out-door thrillers that have been successfully introduced to the trade are "Fighting Thru," "The Two Gun Man," "Alias the Bad Man" and most recently "The Arizonan." Carefully selected supporting casts have been chosen for each feature.

Trem Carr, who completed a group of Bob Steele westerns for Tiffany on last year's program, will continue with the organization producing a new series for the company's new schedule.

"Near the Trail's End," the first in this series, has been completed and is now in the course of editing while preparations are being made for the second, tentatively titled, "South of Santa Fe," to be followed by "West of the Rockies," "The Galloping Romeo," "The Man from Hell's Edges," "Riders of the Desert," "The Nevada Kid," "Texas Buddies," "Law of the West," and "Son of Oklahoma."

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and **send in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to **play.**

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title__________________

Star__________________

Producer________________

Comments_______________

Title__________________

Star__________________

Producer________________

Comments_______________

Title__________________

Star__________________

Producer________________

Comments_______________

Exhibitor's Name _______

House Name____________

Town_________________

State_________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

ONE COMPLETE turntable and Audak pickup; attachments any projector; good equipment. $20.00 gets both. Public Address Service Co., Dallas, Texas. 6-12

OIL SHIELDS for Simplex projectors using Western Electric; Universal bases; eliminates the use of expensive pads; keeps equipment from from excess oil; price $1.00. Box 282, Neosho, Mo. 6-16

GOOD-ALL disc equipment cheap; selling on account of sound-on-film installation. Circle Theatre, 36th and Prospect, Kansas City, Mo. 6-23

New large type Arctic Nu-Air cooling system; never used; also used Brandt changemaker. B-375, Associated Publications. 6-16

PICTURE MACHINE — 35 ⅛ and 1/6; motors good shape; each $6.00. Stebbins Theatre Equipment Co., 1804 Wyandotte, Kansas City, Mo. c6-23

ONE MOTIOGRAPH — Special "F" model; complete with Motiograph Mazda equipment; regular price $825; good as new—$295. B-376, Associated Publications. c6-16

THEATRES FOR SALE

GOOD PAYING HOUSE in county seat town. J. C. Kennedy, De Smet, S. D. 6-16

FOR SALE OR TRADE—Perfect sound theatre; reasonable price; 1,200 population. Lathrop Theatre, Lathrop, Mo. 6-16

EQUIPMENT WANTED

WANTED—Two used Simplex heads for emergency use; must be cheap for cash. Hall Industries Theatres, Beeville, Texas. 7-7

POSITIONS WANTED

MOTION PICTURE OPERATORS available; experienced on Western Electric. Write Associated Projectionists, 103 North Rowan Ave., Los Angeles, Cal. tf

YOUNG MAN desires steady work as projectionist; seven years' experience; two years with sound; non-union but willing to join if necessary. Married, sober, reliable, willing worker; locate anywhere. B-374, Associated Publications. 6-30

PROJECTIONIST — 15 years' experience; any sound equipment. Barney Ludesher, 550 Almond, Dubuque, Iowa. 6-23

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

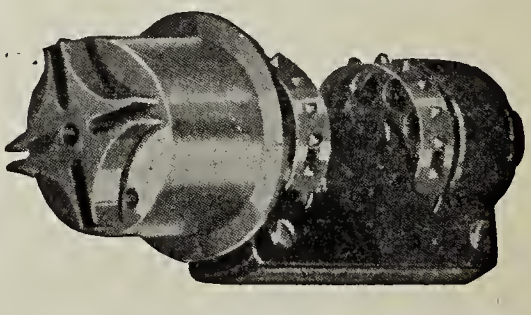
Kindly insert the following want ad_________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read
THE BAROMETER
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.
Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Gun Smoke

Paramount—66 Minutes

Cast: Richard Arlen, Mary Brian, William Boyd, Eugene Pallette, Charles Winninger, Louise Fazenda, Brooks Benedict, William Arnold, Carroll Nash, Stanley Mack, Guy Oliver, James Durkin, William V. Mong, Dawn O'Day, Willie Fung. Directed by Edward Sloman.

This is a combination racketeer and western action story that satisfies. The story concerns a gang of criminals forced to leave the big city where their activities have been discovered. They journey west and settle in a small town posing as capitalists. Gold is found by an old prospector and the gang decides to take over the town until they can pan out the wealth and make a getaway. There is considerable cold blooded slaughter when the racketeers take things over. The cowboys get hep to the racket and the sure-shootin' broncho riders decide to show the racketeers where shootin' was invented. The result is a peaceful western town with the hero and the heroine taking the final embrace.

The photography is excellent throughout and the direction top notch. With audiences hungry for outdoor action drama they should eat this one up.—Warren Stokes.

SELLING SEATS: Advertise gangland subdued by sure-shootin' riders of the range. Stress the fact that it is a modern type of Western full to the brim with romance and glamorous action. If the stars mean anything to your patrons spot their names. Above everything else sell ACTION! Your audience will get plenty of it here.

———o———

The Vice Squad

Paramount—78 Minutes

Cast: Paul Lukas, Kay Francis, Helen Johnson, William B. Davidson, Rockcliffe Fellowes, Esther Howard, Monte Carter, G. Pat Collins, Phil Tead, Davidson Clark, Tom Wilson, James Durkin, William Arnold. Directed by John Cromwell.

Here is a daring expose of the methods alleged to be used by the so-called vice-squads in the larger cities of the country. Paul Lukas as a member of a foreign embassy staff is caught in a parked car with the wife of his chief and when approached by a detective for questioning the lady drives over and kills the officer as he is taking her registration. Lukas is arrested but the detective sees a chance to use him as a stool pigeon so bargains for his freedom. This work necessitates Lukas giving up his former social acquaintances which includes Kay Francis, who is the sister of a magistrate and to whom his engagement was about to be announced. Disgusted with his work as a police stool pigeon he takes to heavy drinking and in a fit of moodiness is about to throw himself in front of a subway train but is caught in time by a daughter of well-to-do people who is living in Greenwich Village to get atmosphere for her writings. She nurses him back to health and soon after becomes the object of the ambitious detective's framed arrest for vagrancy. This time the stool pigeon reports there is no evidence and the detective makes the arrest anyway. The girl is taken to court and gets a continuance. In the meantime the stool pigeon has been discovered by his former fiance who discovers his story and through her brother, the magistrate, he learns that the detective has been using him illegally. He finds out about the girl in jail, although his fiance renounces him, he goes to her aid and his evidence sets her free, which starts a grand jury investigation into the activities of the vice squad working through the medium of paid stool pigeons. A pleasing fade-out comes as he starts for a taxi ride with the girl who saved him and whom he afterwards saved from jail.

Cast is superb and direction all that could be asked for. Helen Johnson as the girl in the case gives a fine performance. This should prove a good box office magnet in any house.—Southwell.

SELLING SEATS: Don't get too sensational in your copy. Follow the general idea of newspaper headlines with discretion. Get members of local police department to write opinions on the picture. Dress lobby as a magistrate's bench with the scales of justice on top with one pan containing a card marked "Stool Pigeon Evidence" and the other card reading "Innocent Victim of Circumstance," with the former in the heavy end of the scale.

Laughing Sinners

M-G-M—72 Minutes

Cast: Joan Crawford, Neil Hamilton, Clarke Gable, Marjorie Rambeau, Guy Kibbee, Cliff Edwards, Roscoe Karns, Gertrude Short, George Cooper, George F. Marion, Bert Woodruff. Directed by Harry Beaumont.

Joan Crawford with a new type of role and new color of hair in this screen version of the former stage play "The Torch Song." She plays the part of a cabaret dancer who has a wild love affair with a traveling salesman (Neil Hamilton) who finally marries the daughter of his employer and leaves her flat. She attempts to commit suicide but is saved by a Salvation Army worker (Clarke Gable) and she dons the bonnet and cloak of that organization to start life anew. She later runs into the former lover in a hotel and discards the garments of the Salvation Army to renew her old life with him.

Her downfall lasts just over night as in the early morning hours the boy from the Salvation Army brings her back to earth and she again becomes a worker alongside of him and the final fadeout finds them together in the park making the poor children happy.

The cast is well chosen and fine directorial work by Harry Beaumont puts this one over in a highly entertaining manner.—Southwell.

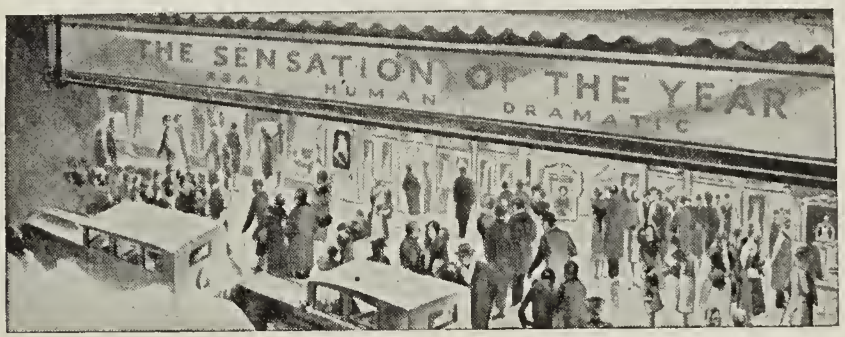
SELLING SEATS: Good tie-ups can be made with sheet music stores on the song used and also tie up fashion display with department stores. Sell the star for all she is worth.

———o———

The China Plate

Columbia—12 Minutes

Unusually clever Silly Symphony minus the usual animal characters. This time the players are Chinese folks and a romance is woven in to give it a plot. A close-up of an Oriental-designed plate shows a Chinese river scene which suddenly becomes animated and the story gets under way. This will amuse all classes.—Steen.


THE SENSATION OF THE YEAR
REAL HUMAN DRAMATIC

RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.

Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres

General Offices: 14 E. Jackson Blvd., Chicago, Ill.

Branch Offices in all Principal Cities

THE LAST WORD

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

THE ETERNAL FAMILY ENTERTAINMENT

THE building up of family patronage has been a question before the industry ever since sophistication came into the talkies and stayed so long that this "bread and butter" trade dropped off to alarming proportions. The so-labeled kid pictures released during the current season are doing their share in attracting family trade, but they have their limits and they come and go in cycles. However, one type of picture that goes on forever—which is always geared for the entire family—is the western and outdoor action picture. It was this type that first popularized the movies and, even though the talkies cut down its production, when the mechanism for making them were new and unperfected, it is showing itself this season to greater and better advantage than ever.

Action is a vital requisite to good motion picture entertainment and the supplanting of much draggy dialogue with swift-moving action is filling a public want that never wanes. The current popularity of a number of the gangster stories may be attributed to the picture public's demand for action in their film fare that has been almost totally absent from the majority of feature releases. But here, too, a cycle exists, and it is a quickly passing one, in addition to the fact that pictures of this type are not for the entire family.

At the beginning of the sound era the so-called "horse operas" were dropped from the programs of the leading producers. But not for long. Now, with mechanical obstacles overcome, the western and action picture is once again a dominant part of practically every company's program and, with judicious use of sound and dialogue, their popularity is destined to grow to new heights. Motion pictures made their first big appeal through supplying the entertainment-seeking public with action that the stage productions could not give. The outdoor pictures not only give momentum but they also supply added value through the scenic beauty of nature's great outdoors.

The independent producers and distributors are supplying the greater part of the western and action picture output. Their productions are featuring proven stars and strong supporting casts, aiming directly at the box office. Exhibitors, seeking to rejuvenate their boxoffices and to bring back in greater numbers their lost family patronage, should find in these productions the needed stimulus. However, these pictures should be backed with proper advertising and exploitation to assure their greatest possible success.

Ben Shlyen

QUIGLEY PUBLICATIONS

MOTION PICTURE HERALD

A consolidation of Exhibitors Herald, Moving Picture World, Motography, Motion Picture News, combining all the time-tested editorial values of business publication tradition within the motion picture industry — published every week — edited by Terry Ramsaye — subscription price, $3.00 the year.

MOTION PICTURE DAILY

Combining Exhibitors Daily Review, Exhibitors Trade Review and Motion Pictures Today — the alive, alert daily trade paper of motion pictures — telegraphic box-office reports — published every day — edited by Maurice D. Kann—subscription price, $10.00 the year.

HOLLYWOOD HERALD

The daily journal of the motion picture's creative community—everything that happens in Hollywood day by day in a distinctive newspaper of the industry—edited by William A. Johnston—subscription price, $5.00 the year.

MOTION PICTURE ALMANAC

A complete and comprehensive encyclopedia of the motion picture business with facts and figures about every phase of the industry—names, dates and places—published annually—now on the press—price $3.50 per copy.

BETTER THEATRES

Published every fourth week as section two of Motion Picture Herald, Better Theatres is devoted to the construction, operation and equipment of theatres—a smart, technical journal dealing with the physical and operating problems of the motion picture theatre—leading authorities deal regularly with the problems of house management and equipment—edited by George Schutz—subscription included with Motion Picture Herald.

QUIGLEY PUBLICATIONS

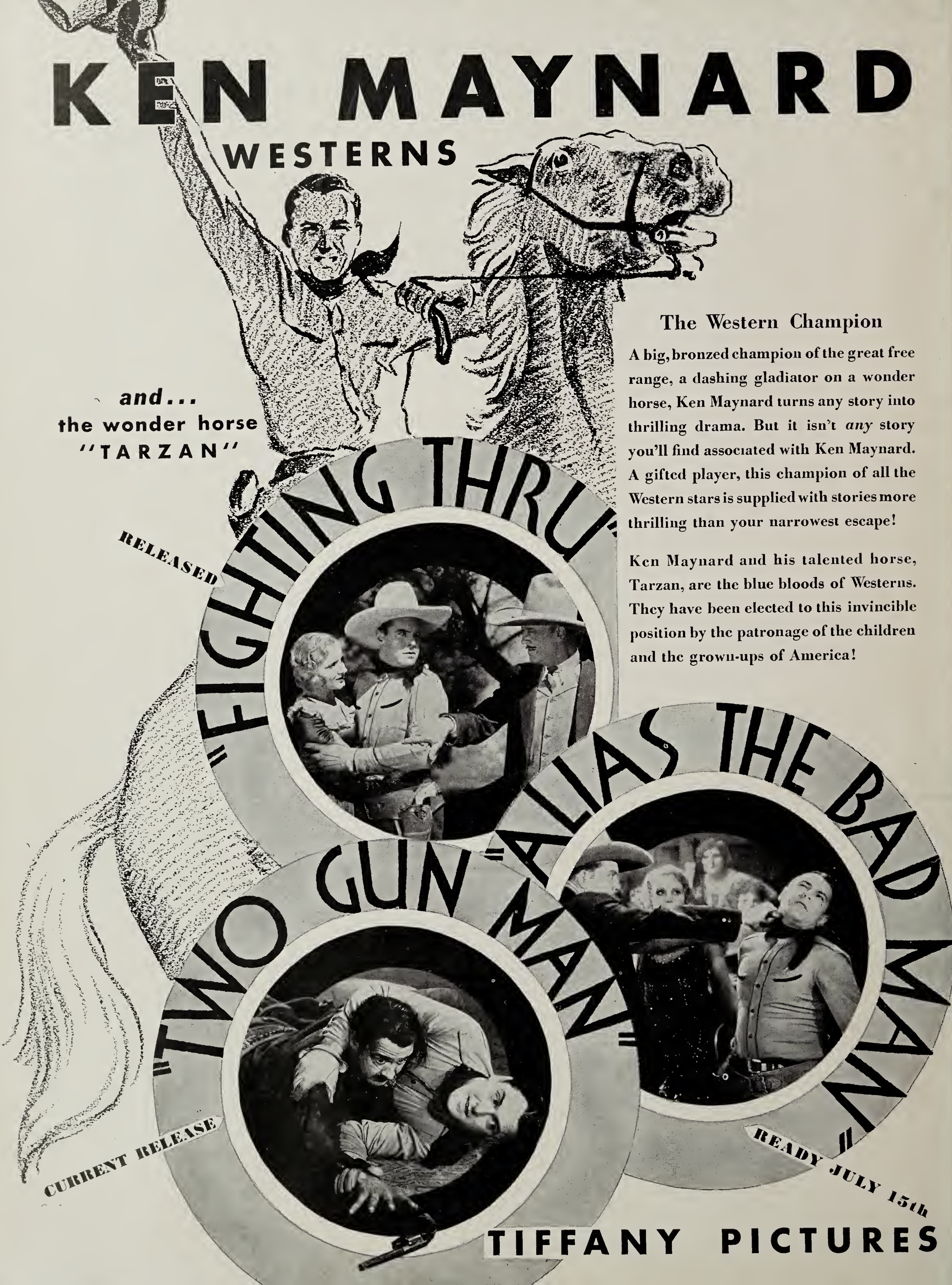
The consolidation of a complete trade press under a single management has brought to Quigley Publications editorial resources never before contemplated in trade journalism and editorial personnel of combined ability impossible under unit management. *The Bioscope*, London, speaking editorially, says: "The Quigley organs are now supreme in the field of American trade journalism. . . . They are taken seriously not only in the U. S. A. but—as representing American opinion—throughout the world."

MARTIN QUIGLEY
editor-in-chief
and publisher
1790 BROADWAY
NEW YORK

KEN MAYNARD

WESTERNS

and...
the wonder horse
"TARZAN"



The Western Champion

A big, bronzed champion of the great free range, a dashing gladiator on a wonder horse, Ken Maynard turns any story into thrilling drama. But it isn't *any* story you'll find associated with Ken Maynard. A gifted player, this champion of all the Western stars is supplied with stories more thrilling than your narrowest escape!

Ken Maynard and his talented horse, Tarzan, are the blue bloods of Westerns. They have been elected to this invincible position by the patronage of the children and the grown-ups of America!

RELEASED "FIGHTING THRU"

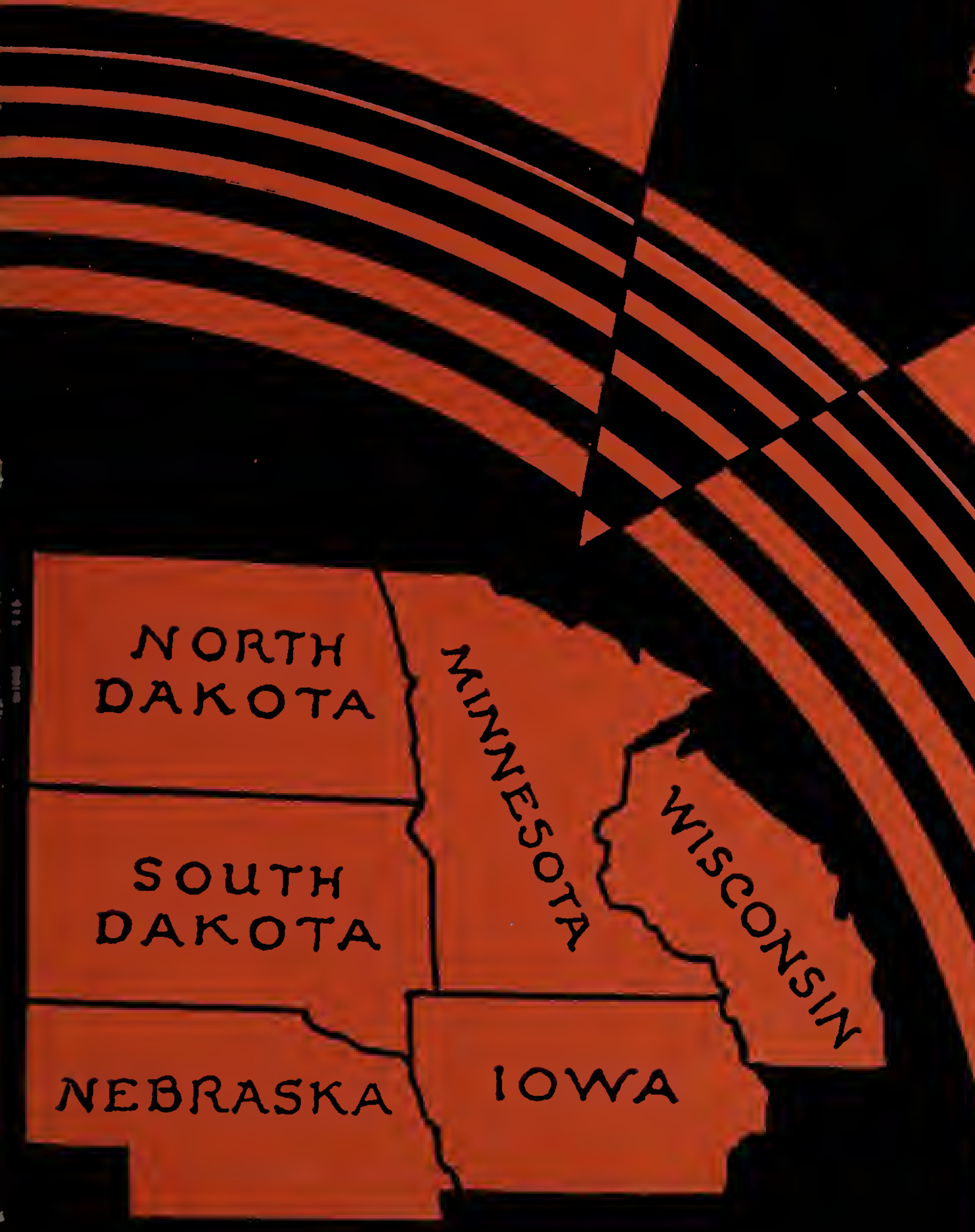
CURRENT RELEASE "TWO GUN MAN"

"ALIAS THE BAD MAN" READY JULY 15th

TIFFANY PICTURES

JUNE 23, 1931
VOLUME XII NUMBER 5

MOVIE AGE

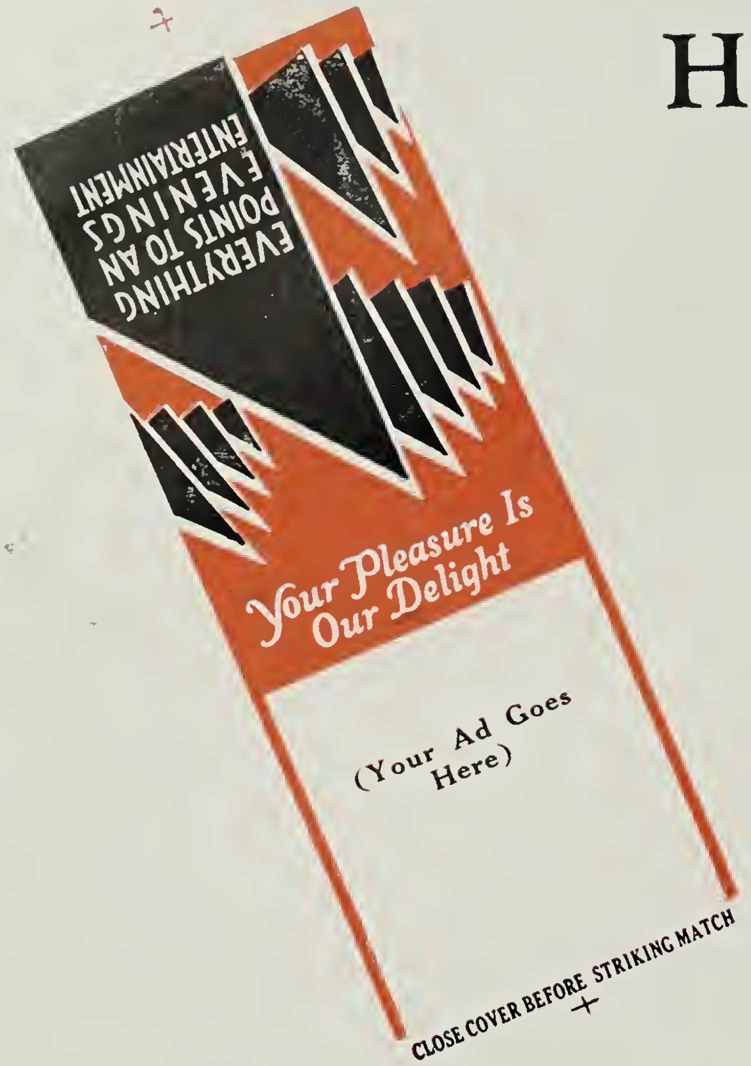

NORTH DAKOTA
SOUTH DAKOTA
MINNESOTA
WISCONSIN
NEBRASKA
IOWA

PRODUCT SALES HITTING NEW RECORDS

CRIME PICTURES IN DISFAVOR IN NORTHWEST

STEFFES STARTING NEW CIRCUIT; NO CONFIRMATION

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ______________________________

Theatre ______________________________

Town _______________ State ____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Exchange Business Good

Branch Managers of Minneapolis Report No Holding Out on Buying of Product.

Expenditure of considerable extra energy by Minneapolis film distributors and exhibitors is bringing surprisingly good results despite the general business depression and unfavorable seasonal conditions, a MOVIE AGE survey reveals.

Spurred on by a realization of the necessity of herculean efforts to combat the malign forces of bad times, movie folks have been putting their shoulders to the wheel in earnest, with the result that seemingly insurmountable odds have been overcome and a measure of actual prosperity achieved.

Even in the fact of the dictum of W. A. Steffes, general manager of Allied's Northwest unit, to buy no pictures at this time, Minneapolis exchanges continue to chalk up new sales' records on the 1931-32 product which they now are marketing.

Each additional week brings reports of brisk business booked by the exchanges. Exchange managers themselves have been out in the field working day and night. Salesmen are working harder than ever before, too, because of the general feeling that this is necessary in order to achieve results. And it is this vigorous go-getting policy by all the exchanges which undoubtedly deserves a large share of credit for the good sales to date, although, of course, strong products in nearly every instance and a belief among exhibitors that the coming fall will witness a return of profitable grosses also are important factors.

Columbia's new selling season started last week with a rush. Ben Marcus and his men chalked up an impressive total of sales at the very outset and all indications point to a record-breaking year

(Continued on page 8)

Child Patronage Is Profitable

RKO Orpheum Finds Juvenile Shows Boost Attendance Without Extra Expense.

The Minneapolis RKO Orpheum Theatre is finding it profitable to go after kid patronage hard, according to Morgan Ames, divisional manager, and Emil Franke, house manager.

Increased attendance resulting from the drives to bring youngsters into the showhouse swells grosses several hundreds of dollars a week, on the average, according to Ames and Franke.

The added juvenile trade is obtained with practically no boost in expenses for the theatre, they point out. It, therefore, is all profit.

"Many of the youngsetrs bring their parents or some elders along, too," Mr. Ames points out. "So that we gain that way.

"Moreover, young boys and girls are the most enthusiastic boosters of shows, if they enjoy the enter-

(Continued on page 8)

Crime Films N G

In Northwest Is Opinion of Film Men Who Say Family Films Draw Best.

Gangster and sex dramas still are in disfavor among Northwest film patrons, according to information gathered by Minneapolis film salesmen and managers.

The present demand in the territory continues to be for good comedies and outdoor action pictures, exhibitors are telling the distributors.

"Gangster and sex stuff is fading," says J. E. Garrison, Universal exchange manager. "Exhibitors inform us that their patrons want cheerful and wholesome pictures that are suitable entertainment for the entire family, including the children.

"Comedies are especially desired

(Continued on page 8)

NEW MANAGER

Williams Heads R K O-Pathe at Omaha

Omaha—Ralph B. Williams has been appointed branch manager at Omaha by General Sales Manager Ned E. Depinet. Williams joined RKO-Pathe early this year as salesman in Memphis.

After graduating from high school, Williams started his working days with the Harris-Lipset company at Dallas. He then traveled for the C. G. Spratt Advertising Company of Corey, Pa. His entrance into the General Film Company marked the beginning of his motion picture career and he's been selling film ever since. Upon leaving General he joined the Geo. Kleine organization in New Orleans and remained with them until the company's demise.

Williams then went with Universal, with whom he served as a salesman, exchange manager and division manager for fifteen years. It was at the termination of his Universal connection that he joined RKO-Pathe in Memphis.

Optimistic

After a swing around the territory, Mr. and Mrs. Samuel Segal of the Northern Theatre Supply Co., 19 Glenwood avenue, Minneapolis, report that despite present poor business due largely to seasonal conditions, most exhibitors are optimistic regarding the fall outlook and expect patronage to stage a very good come-back the coming autumn and winter.

Business Ahead!

By M. E. CUFFEL, Editor

IT IS encouraging to find at Minneapolis film exchanges and theatres that there's still business to be had if you have what the public wants and you go after it properly.

Probably the going-after process is about as important as anything else just now, if experience in Minneapolis film circles the past several weeks is any criterion.

Going after the business in this instance simply meant hard work intelligently directed. Everybody about Minneapolis film exchanges and theatres literally have been working their heads off the past fortnight. And the results have been surprising. These results have proved that business is not entirely dead by a long shot, but can be had for the vigorous trying in many cases.

(Continued on page 8)

“Page” Gives Minnesota Big Week; “Rosie” Good

Minneapolis (week ending June 19)—Business continued good the past week. “The Front Page” was the outstanding card. It built steadily and gave the big Minnesota Theatre its best week in a long time. Critics and patrons raved over this picture. “Everything’s Rosy” starring Robert Woolsey also proved a good card for the RKO Orpheum where the crowds were large the entire week. ““The Public Enemy” at the State was a good business-getter, too.

Aster—**Party Husband”** (First National), Dorothy Mackaill. **Business:** Light. **Summary:** The oft-told story of the husband and wife who agreed to let each other go their separate sex ways and then regretted it. **Enteretianment Merits:** 65 per cent. **Short Subjects:** Sound news; comedy; and screen vaudeville.

Minnesota—**The Front Page** (U. A.), Adolphe Menjou, Pat O’Brien and Mary Brian. **Business:** Big. **Summary:** Laughs and thrills galore in this slam-bang newspaper story of a reporter who is torn between love and duty. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, fashion reel and sound news.

Lyric—**Tarnished Lady** (Paramount), Clive Brook and Tallulah Bankhead. **Business:** Light. **Summary:** Conventional drama of a woman who marries a man for his money while in love with another chap who can’t support her; much of dialogue unintelligible due to mounting and accent of cast. **Entertainment Merits:** 65 per cent. **Short Subjects:** Sound news; comedy; screen vaudeville.

RKO-Orpheum — **“Everything’s Rosy”** Robert Woolsey. **Business:** Good. **Summary:** Plenty of amusing wise-cracks in this yarn about a medicine man who does fortune telling and general grafting on the side. **Entertainment Merits:** 75 per cent. **Short Subjects:** Vaudeville, sound news, comedy.

State—**The Public Enemy** (W. B.), James Cagney and Jean Harlow. **Business:** Good. **Summary:** Fine characterization of a gangster by Cagney redeems drama which is crude and unconvincing in too many spots. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, Laurel-Hardy comedy cartoon comedy, newscasting.

MILWAUKEE

(Week Ending June 11)

Alhambra — **Stepping Out** (M-G-M), Charlotte Greenwood, Reginald Denny and Leila Hyams. **Business:** Fair. **Summary:** A story lightly and well told, diverting throughout. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Palace — **Everybody’s Rosie** (Radio), Robt. Woolsey and Anita Louise. **Business:** Fair. **Summary:** With only half of the popular team of Wheeler and Wooley functioning, the result is only approximately fifty per cent likewise. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newsreel; Comedy.

Wisconsin — **The Lawyer’s Secret** (Paramount), Clive Brook, Charles Rogers, Richard Arlen and Fay Wray. **Business:** Good. **Summary:** A photoplay with more than usual plot and an excellent cast. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fanchon & Marco’s Mickey Mouse Idea; Fox Movietone News.

Strand — **Trader Horn** (M-G-M), Edwina Booth and Harry Carey. **Business:** Good. **Summary:** An exciting combination of the real and the faked. First showing here at popular prices. **Entertainment Merits:** 95 per cent. **Short Subjects:** Fox Movieone News; Comedy.

Riverside — **The Royal Bed** (Radio), Lowell Sherman and Mary Astor. **Business:** Fair. **Summary:** A comedy offering concerning what happens when the beautiful princesh of a mythical kingdom falls in love with the son of a plumber. **Entertainment Merits:** 85 per cent. **Short Subjects:** RKO Vaudeville.

Davidson—**Ten Nights in a Barroom** (Goetz Film), William Farnum and Tom Santschi. **Business:** Fair. **Summary:** The old stage show has been put into the talkies with a minimum of too obvious melodrama. **Entertainment Merits:** 85 per cent.

Majestic—**Dirigible** (Columbia), Ralph Graves, Jack Holt and Fay Wray. **Business:** Fair (ended second week at roadshow prices). **Entertainment Merits:** 90 per cent.

Garden—**Father’s Son** (Warner Bros.), Lewis Stone and Leon Janney. **Business:** Fair. **Summary:** A pleasant and human screen story basd on Booth Tarkington’s “Old Fathers and Young Sons.” **Entertainment Merits:** 90 per cent. **Short Subjects:** Newsreel; Comedy.

Warner — **The Public Enemy** (Warner Bros.), James Cagney and Jean Harlow. **Business:** Fair. **Summary:** A gangster film without sentiment, vividly and excelently photographed, directed and acted. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Looney Tune Comedy.

ALONG FILM ROW

When the manager of the Savoy Theatre, Minneapolis independent grind loop house, came upon two burglars attempting to open the safe, the intruders locked him in his office and fled. They later were captured.

* * *

A Minneapolis visitor of last week was Mort Singer of Chicago, in charge of labor relations for the RKO circuit. Mr. Singer, who at one time managed a burlesque house in Minneapolis and later became one of the head Orpheum circuit officials and directors, was en route back east after a west coast inspection tour.

Harry Dryer. owner of the Savoy Theatre, Minneapolis, is taking a girl-model show on tour along with the Tiffany picture, “Damaged Love.” The attraction is being booked at present into northern Michigan houses.

* * *

Closing of the RKO Orpheum Theatre, Des Moines, is just for the summer months, according to Morgan Ames, district manager with headquarters in Minneapolis. The house played vaudeville and talkies.

* * *

Bob LaFevre, manager of the Lyric Theatre, Minneapolis, is back on the job again. He was away on a combination honeymoon-vacation. Congratulations are in order.

* * *

James Gilosky, St. Paul’s first motion picture theatre operator, celebrated his seventy-fifth birthday last week. Thirty of his old friends gathered at his home for the celebration.

* * *

Eddie Kippers of the State Theatre, Minneapolis, had a tie-up with the local naval recruiting office to exploit “Women of All Nations” this week. Throughout the Minneapolis loop district, the “A” boards, carrying the Navy advertising, were turned over to the showhouse for one sheets on the attraction and on the opening day a bugler was posted outside the theatre by the recruiting office to blow taps at regular intervals.

* * *

Don Alexander, exploitation man for the Paramount Theatre, St. Paul, arranged to get a lot of free display newspaper and other advertising for his showhouse in return for running pictures of a Chicago & Northwestern R. R. celebration as a cut-in on the regular news’ reel. The railroad paid for five 2x8 newspaper display ads and sent out 2,000 announcements to employees, calling attention to the picture.

BUY ULTRAPHONES

Karatz Reporting Good Sound Business

The Minneapolis Ultraphone branch, 34 Glenwood avenue, put over a big contract for the installation of Ultraphone sound equipment in several Iowa theatres of the Harold Finkelstein circuit. The first installation was completed in the new Royal Theatre, Spirit Lake, Ia., according to Ted Karatz, Ultraphone manager, who made the deal.

A number of other Ultraphone installations have been completed recently. The Strand Theatre, McGregor, Ia., reopened June 14 after installing the de luxe Ultraphone sound-on-film equipment. The J. P. Adler Theatre Co., of Marshfield, Wis., just has contracted for its third Ultraphone track equipment which will go into the Adler Theatre, Marshfield. Houses at Waupaca and Neilsville, Wis., already have been equipped with Ultraphones.

William Bogart of the Orpheum Theatre, Park Velley, Ia., has contracted for de luxe Ultraphone sound-on-film equipment. Installation will be completed July 3. Andy Gutenberg will install sound-on-film equipment in his Grand and Hollywood theatres in Milwaukee, Wis.

RIDE WITH
HOOT GIBSON
FOR A CLEAN UP

6 HOOT GIBSON
SUPER-SPECIALS

"Clearing the Range"
With SALLY EILERS
Reviewed Everywhere as Hoot Gibson's Greatest.

"Wild Horse"
With ALBERTA VAUGHN and STEPIN FETCHIT
PETER B. KYNE STORY
Published Serially in Cosmopolitan

"The Hard Hombre"

"The Gay Buckaroo"

Two More to Follow

12 SMASHING Monogram Melodramas

"Ships of Hate" With LLOYD HUGHES - DOROTHY SEBASTIAN
First Release — Others following:

MOTHER AND SON
THE FATAL ALARM
THE MIDNIGHT PATROL
POLICE COURT
THE LAW OF THE SEA
FORGOTTEN WOMEN
IN LINE OF DUTY
THE ARM OF THE LAW
KLONDIKE
THE WESTERN LIMITED
ISLE OF HUNTED MEN

8 Tom Tyler
MONOGRAM WESTERNS

8 BILL CODY
ANDY SHUFORD
MONOGRAM WESTERNS

ALL MONOGRAM PICTURES
WESTERN ELECTRIC NOISELESS RECORDING

H.H. Hoffman Jr. Presents
HOOT GIBSON
IN
CLEARING
THE
RANGE
Directed by
OTTO BROWER
for
Allied Pictures Corp

SECURITY PICTURES

INDIANAPOLIS
404 No. Illinois St.

CHICAGO
1304 So. Wabash Ave.

MILWAUKEE
641 No. Seventh St.

Product-Buying Under Way

Without Opposition, it Is Revealed by Survey of Seven Film Exchange Centers.

With one exhibitor faction advising independent showmen to lay off product-buying for the present, and another side of the exhibitor ranks instructing theatre men to buy if the prices are right, the average independent is up in the air as to which advice to heed.

Several distributors have announced that they are asking and getting more rental for their pictures this year than last, believing that the quality of their product is higher than ever before. Exhibitors, on the other hand, claim that their overhead has not been reduced sufficiently and that patronage has not increased enough to warrant the payment of higher rentals and percentages.

But regardless of which side of the fence is right, a survey of seven exchange centers in the United States reveals the fact the exhibitors are buying new product as rapidly, and in some cases more rapidly, as in former years. Exchanges in these seven centers report that there is little holding out on contracts and that buying is going along without much opposition.

FILM ADVERTISERS CONTINUE

To Form Plans for Sponsored Shorts; Must Be of High Calibre and Handled Properly.

New York—The attitude of major film companies will not affect materially the future plans of screen advertisers, said W. D. Canady, vice-president of Lehn & Fink, in an address before the Talking Motion Picture Advertising Group at the Advertising Federation of America's annual convention here last week.

Only 18 per cent of the country's 13,000 sound film houses are affiliated with the circuits, said Canaday, and therefore "any harm which may have been done by the circuits is only of a temporary nature. 'Movies' have been used for advertising purposes in both circuit and independent theatres for upward of 20 years and they will continue to be used in the modern form—the 'talkies.'"

"There is a danger that the sponsored pictures may be subject to criticism if they are not of the highest calibre," he continued, "and if the advertising is not handled in a subtle and unobtrusive manner. The most successful sponsored films are the short, humorous sketches, romantic skits and travelogues."

The cost of production, he said, varies according to the producer and the type of film. The average cost runs from $5,000 to $15,000.

Fewer Houses Closing

This Summer Than in 1930, According to Survey by Film Boards of Trade.

New York—Theatre closings this summer are less this year than last according to a report by the Film Boards of Trade. During the last month only 232 theatres have gone dark against 551 in the same period of 1930 and 331 in the corresponding month of 1929. In addition the 232 closings of last month are offset in part by 108 openings and re-openings. During the two preceding months there were 408 closings. The report covers a survey of the entire United States.

Studio News

Los Angeles—Joe Blair has been appointed studio representative for Associated Publications and will contribute each week a page devoted to current production news from Hollywood. Blair for several years was west coast representative for Theatre Management and other trade publications. His first page of studio gossip appears on page 12 of this issue.

MAY DROP REEL

Allied Asks For Opinion on Ad Film

Washington—In a bulletin issued by Allied States, the organization asks its members for their opinions on advertising newsreels. The statement reads: "Allied undertook to procure the issuance of a newsreel containing a limited amount of advertising as an offset to the advertising, open and concealed, carried by certain producers. There has been some suggestion that in view of the action of Paramount and Warner Bros. in renouncing screen advertising Allied might properly take the same position. Allied leaders throughout the country are asked to give their views on this as well as the views of their members."

GROSS SALES UP

RKO Reports 200 Per Cent Increase

New York—A 200 per cent increase in gross sales is reported by Charles Rosenzweig, general sales manager for RKO pictures. The increase amounts to $2,500,000. According to Rosenzweig, the upward trend is due to concerted action on the part of the entire sales force, better pictures for which more substantial rentals and percentages may be charged and a high percentage of RKO pictures being sold to individual exhibitors and circuits.

FOX SETTLES

Sheehan Wins $310,000 Law Suit

New York—A full settlement out of court has been won by Winfield Sheehan, Fox Films general manager, in his law suit against William Fox over $310,000 which Sheehan said was due him as proceeds for certain stock placed by him in Fox's hands for sale.

Fox claimed he had invested the proceeds on Sheehan's behalf and that the investment resulted in a loss, and he counterclaimed against Sheehan for $190,000. Under the settlement, which came about just as a jury was being selected for a trial in the Supreme Court, in addition to paying more than a quarter million dollars and turning over certain stock to Sheehan, Fox also withdrew the $190,000 claim.

SAAL TO TIFFANY

Publix Theatres Man to Head Sales

New York—William Saal, former director of Publix theatre management in the south and southwest, has been appointed director of sales and distribution for Tiffany.

New Contracts

Hollywood—Metro-Goldwyn-Mayer has signed new contracts with George Kelly and Charles MacArthur, playwrights, and also with Jean Hersholt. Kelly and MacArthur are now at work at the Culver City studio, each being busy on an original screen story. Hersholt's last role was in John Gilbert's "Cheri-Bibi."

Tax in Doubt

Washington—Steps have been taken by Allied to investigate the rumors that an effort will be made to impose an admission tax on motion picture theatres at the next session of Congress. So far nothing more concrete has been developed than general expressions in favor of a special sales tax by Congressman Will Wood, of Indiana. When and if tangible evidence of such a move is obtained, proper representations will be made and Allied members will be asked to join with the national headquarters in opposing the move.

"BUY NOW," SAYS M. P. T. O. A.

New York—In a statement issued to its members, the M.P.T.O.A. advises exhibitors to "buy now, providing the terms of purchase are fair." If terms are unreasonable, the association declares, the exhibitor should hold off until prices come to a more reasonable basis.

"Buying at a fair figure now means that product can be played when it is new, but this advantage is offset if the deals are at exorbitant figures," the statement reads. "Each exhibitor must stand on his own rights, but in all cases the element of fairness is essential. It is imperative that exhibitors buy on a reasonable basis. Otherwise they should wait until the prices are right."

11,000 Theatres in the Columbia Circuit!

A SMASHING TESTIMONIAL TO THE DRAWING POWER OF COLUMBIA PICTURES AT THE BOX OFFICES OF THE COUNTRY . . .

• • •

11,000 OF THE INDUSTRY'S MOST SUCCESSFUL THEATRES—NOT ONE OWNED OR OPERATED BY COLUMBIA—ARE TODAY PLAYING COLUMBIA PICTURES CONSISTENTLY!

• • •

COLUMBIA'S GREAT BOX-OFFICE PICTURES WILL MAKE YOUR *BRICK AND MORTAR INVESTMENT* PAY DIVIDENDS!

DON'T DELAY ACT AT ONCE!

COLUMBIA PICTURES

Book Columbia Pictures NOW!

Re-Elect All Officers In Wis. MPTOA Unit

Milwaukee, Wis.—All officers of the M. P. T. O. A. of Wisconsin were re-elected at the concluding session of the convention held June 16 and 17 at the Hotel Pfister in this city. Officers for the ensuing year are as follows: Fred S. Meyer, Alhambra Theatre, Milwaukee, president; A. C. Gutenberg, Grand Theatre, Milwaukee, vice-president; James Boden, South Milwaukee, secretary, and Ernest Langemack, Colonial Theatre, Milwaukee, treasurer. Steve Bauer, Milwaukee, was renamed business manager.

The board of directors includes in addition to the officers, W. L. Ainsworth, Fond du Lac; George Fischer, E. W. Van Norman, A. D. Kvool, J. H. Silliman, Frank Fischer, Milwaukee; George Huebner, Oconomowoc; A. C. Berkholz, West Bend; Martin D. Thomas, Iron Mountain, and Max Krofta, Racine.

Legislation, zoning and protection, advertising and the matter of Allied States all occupied a place on the convention. In pleading for support from each and every exhibitor in the matter of legislation, A. D. Kvool, Fox Midwesco, chairman of the legislative committee, stated that theatres may face a government tax of 10 per cent on admissions.

Zoning and protection were ratified by the majority of the exhibitors present and they voted to authorize the new board of directors to meet with the film board of trade in arranging a suitable zoning plan for the coming year. Exhibitors were told that the power to attract patrons by "fabulous adjectives" has passed and that "cold, sober logic" must now prevail. As a result the convention adopted a resolution in opposition to all salacious and misrepresenting advertising.

In the matter of Allied States it was voted that insofar as the type of co-operation and guidance which the state organization could expect from the national was not forthcoming, it considered itself barred from Allied and would continue to operate as a state association until such time as the national organization stood ready to offer the type of cooperation expected.

Fred S. Meyer in his address stated: "We're in the midst of an economic crisis, but we must remember that an inferior product is costly at any price. Cuts in admission are foreseen but about this we must all be consistent, not panicky." Mr. Myer then proposed a "public relations" speaker, capable of addressing all types of audiences on "What's Right With the Movies."

Judge E. J. Henning, New York, special counsel for five motion picture companies, spoke of the movies as "the world's greatest molder of public opinion." Archie Middlemas, Milwaukee building inspector, asked for the cooperation of the erhibitors in abiding by the building code relative to fire hazards.

The banquet on the evening of June 16 was addressed by Mrs. Agnes Charbonneau, only woman member of the legislature, and Frank B. Metcalfe, president of the Milwaukee motion picture commission who stated that censorship doesn't fit in the American idea of freedom but that since movies have passed the stage of mere entertainment and have become able to shape social forces, some supervision is necessary.

Ernesto Russo, Milan, Italy, now studying economics in Washington, D. C., gave the theatre men a caustic word picture of what he sees in America. W. L. Ainsworth, Fond du Lac, acted as toastmaster at the banquet. Entertainment included Fanchon & Marco's Olympic Games Idea furnished through the courtesy of Fox's Wisconsin Theatre; RKO vaudeville, courtesy RKO's Riverside Theatre here, and Johnny Davis' orchestra furnished the music. Over 300 exhibitors attended the banquet.

Business Ahead !

(Continued from page 3)

What has been accomplished in Minneapolis probably can be accomplished in many other places. The lesson to be learned in this case is not to give up without an effort, as so many are doing, but to defy the depression by working harder than ever before. Isn't it worth at least a try?

Business Good

(Continued from page 3)

ahead for the Minneapolis exchange.

W. H. Workman of Metro-Goldwyn-Mayer says that business thus far leaves nothing to be desired. Asked if the Steffes' order to desist from buying has hurt, he replied: "They need pictures to keep running, don't they? Of course, they're buying."

Paramount's sales to date are said to have set a new record in the territory. Universal is getting an especially big play, according to J. E. Garrison, exchange manager. With L. E. Goldhammer, exchange manager, himself out in the territory the past several weeks, Warner Brothers-First National has closed up more contracts than for any similar period in several years.

Exceptional business also is being done by Pathe, Tiffany, Educational and Fox, exchange managers report.

In the past two weeks, business also has picked up remarkably at Minneapolis loop showhouses, particularly the Minnesota, State and R. K. O. Orpheum. With "The Front Page" last week, the Minnesota had the biggest week in months. "The Public Enemy" at the State played to a larger gross the opening three days than any picture at the house in more than three months. The RKO Orpheum, with "Donovan's Kid" and "Everything's Rosy," has had two very big weeks.

Part of the splendid box-office results in the aforementioned instances has been due in part, of course, to the strength of the screen attractions. But a considerable part also may be attributed to the extra hard licks of work which the managerial and exploitation staffs of the showhouses in question have been putting in.

There have been more exploitation and publicity stunts and tie-ups in the past month than ever before in local theatrical history. By means of these tie-ups the theatres have been getting considerable newspaper and other advertising without cost to them. They also have been enabled to make valuable free gifts to patrons, such as worth-while vacation trips, and all this undoubtedly has aided business considerably.

Child Patronage

(Continued from page 3)

tainment. And their word-of-mouth advertising is a great help for business.

In order to get the kids started at the RKO Orpheum immediately after vacation, Manager Franke booked in the semi-annual kiddie revue, staged by a local dancing academy without expense to the theatre, last week. He also started a kid club, issuing cards to the youngsters with rules of conduct. There are 11 such rules and one is punched each week. Youngsters having cards punched 11 times are to be admitted to the theatre free the twelfth week of vacation.

Crime Films N. G.

(Continued from page 3)

right now. Customers tell the theatre owners they want to come to the theatres to laugh and forget their business and financial troubles."

Other exchange managers report similarly. Exhibitors are asking for melodramas, westerns, kid pictures and comedies. They assert that the producer cannot make too many such pictures.

W. H. Workman, Metro-Goldwayn-Mayer exchange manager, asserts, however, that he does not find a demand for any one particular kind of picture.

"What the exhibitor wants and demands is what his patrons want and demand—the good picture," says Mr. Workman. "Subject matter or type is relatively unimportant. But the quality must be there. 'Give us outstanding product and we'll do business, depression or no depression,' the exhibitors tell us."

Steffes Reported to Be Forming Circuit

No confirmation can be had of reports that W. A. Steffes, general manager of the Allied northwest unit, is trying to form an independent theatre chain instead of a mere buying organization. Mr. Steffes himself is out of the city and his assistants state they have no authority to speak on any subject. Independent exhibitors in and about the Twin Cities and other Allied officials profess ignorance regarding the alleged plans for the merging of 50 to 150 independent theatres in the Northwest into a single corporation. It is believed in distributor circles that the whole thing is a "pipe dream" which originated in the fertile brain of a trade paper reporter.

The story, appearing in a trade paper, gives no concrete details and is built about "reports." It states that plans for the corporation are being kept secret and that mystery surrounds the entire proposition. But sufficient has leaked out, the story states, to enable the trade paper in question to inform a breathless world that the corporation will own 51 per cent of the stock and the independent managers, present owners of the showhouses involved, 49 per cent. The story does not state what the present owners will receive for their present 51 per cent holdings other than outside control and direction. According to the yarn, 50 theatres already have been acquired and the goal is 150.

WHOOPEE!!!!

TOM MIX

undisputed King of Western Stars and
"Tony" his Wonder Horse — — signs with

UNIVERSAL

production starts immediately on first of
6 greatest talking westerns.

Industry's most significant move to bring
real fans back to the theatres!

Ride with a winner!

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

New RCA Model for 500-Capacity Houses

HAVING attained unprecedented results from the recent introduction of a new all AC operated sound reproducing equipment designed for theatres up to 1,000 seating capacity, RCA Photophone, Inc., has perfected still another apparatus of similar type for theatres having capacity up to 500 seats, which is being offered to exhibitors for $1,600, it was announced last week by Sydney E. Abel, general sales manager.

New Terms

New and attractive terms of payment have been arranged. The special equipment may be acquired by responsible exhibitors by the down-payment of $100.00 and additional weekly payments of $25 for a period of two years. The weekly payment includes rental, insurance, finance charges and service at the rate of one call monthly which, under this plan, fixes the service charges at $32.50 per month. At the expiration of the two-year period, the exhibitor may continue service.

Belt Driven Design

The new RCA Photophone special size equipment sound head is of the new belt driven design with AC operated exciter lamp. This design provides extreme simplicity and satisfactory performance. With careful consideration of the requirements that would insure ample volume in an auditorium containing up to 500 seats and having a cubical content up to 75,000 cubic feet, the RCA Photophone engineering department has designed an amplifier that is twenty-four inches wide, eleven inches high and eight inches deep. It occupies so small a space that it can be placed on the wall of the projection booth between the projectors. The apparatus is operated with 110 volt, 60 cycle and 50 cycle AC and 115 volt DC power supply, with slight increased cost for Powers projectors or DC power supply. No batteries or motor generators are required and because of the compactness of the entire unit, it can be installed in exceptionally small projection booths. The new loudspeaker and directional baffle, which have been so successfully employed in all recent RCA Photophone installations, are supplied with special size equipment.

For Small Houses

"We believe we will have solved the small exhibitor's problem with the introduction of this new special size equipment," said Mr. Abel. 'Our engineers have turned out a splendid unit for houses of not more than 500 seating capacity and we believe our new policy, offering exceedingly liberal terms, will meet with even a more remarkable response than that which followed the announcement of our standard apparatus for theatres up to 1,000 seating capacity. In my opinion, this newest achievement of our engineering department will bring about the reopening of many small theatres that have been forced to close and will stimulate business during the coming summer months. Summer is the best time to prepare for fall openings and we look forward to constantly increasing activity."

Mr. Abel said that installations of the standard size equipment and the larger models had far exceeded the corporation's expectations. He added that the special size equipment had undergone rigid tests to insure its successful operation and that deliveries would be made as rapidly as contracts could be approved at the executive offices.

NEW SEAT PHONE

Fortiphone Device For Hard-of-Hearing

UNDER the name of "Fortiphone," a new seat phone for the hard-of-hearing, is being put out by Fortiphone Corp. of New York. Two types are being offered by the firm, the Simplex, for those slightly deaf, and the Universal, which is equipped with a sound regulator that may be adjusted to various degrees. It can be used with or without the patented Sonomax amplifier, used in cases of extreme deafness, according to claims of the company.

ALL-GEAR UNIT

Sound Service Requires No Belt

SOUND Service Co. of San Francisco is offering a complete sound and motor drive in one unit, all gear and chain driven, requiring no belts and made for Powers, Simplex and Motiograph projectors.

Two exciter lamps are provided with the unit for emergency use, balanced by two heavy flywheels, tone waver eliminated by a spring floated filter and a hold back sprocket to prevent flutter. It is declared that its silent, smooth running, balanced features insure the best of reproduction from the new silent recording.

Complete, all-alternating current sound equipment is also being marketed by the company.

A. C. AMPLIFIER

Operadio Co. Markets a New Device

OPERADIO Manufacturing Co., of St. Charles, Ill., is marketing a new completely alternating current operated amplifier said to have been especially designed for sound-on-film use.

Having an output of 15 watts and suitable for use in average theatres having a seating capacity of 300 to 800 people, the device, it is said, is not only completely AC-operated, but also furnishes all power required for the associated apparatus that is used in conjunction with sound-on-film reproduction. This includes furnishing the voltage for the photo-electric cell, as well as the filament supply for the exciter lamp.

The unit being small and compact, with all controls easily accessible and plainly marked, can be readily placed between two projectors on the front wall of the projection booth. It can also be adapted for use with sound-on-disc, the company claims.

A unit for larger houses is also being put out by the company.

ACOUSTICAL AID

Tests Made by White With Mohair

EXPERIMENTS recently made by Dr. William Braid White, of Chicago, nationally known authority on acoustics, showed that mohair velvet is especially effective in absorbing or failing to reflect the high-pitched noises, the ones most disturbing to the human ear.

The relation of mohair velvet to good acoustics is being further demonstrated in research conducted by the American Seating Co. Their engineers have found that the use of mohair definitely increases the sound absorption and its effect is so marked that there is a ten per cent increase in absorption when the mohair velvet seats are in the down position instead of the raised position.

Mohair velvet upholstery's aid to acoustics is particularly noticeable when the theatre is only partly filled. If the seats are unoccupied and are covered with a hard, sound-reflecting material, there is a marked increase in the amount of reverberation or echo which disturbs patrons. Seats upholstered in mohair, on the other hand, absorb sound whether occupied or not, hence the empty seat is not an annoying factor when covered with mohair.

TRIPLE LENS TURRET

International Is Reporting Good Results

GOOD results are being reported by the International Projector Corp. on the tripple lens turret. One lens of the proper focal length may be used for silent or sound-on-disc prints, the second for sound-on-film and the third for Magnascope or similar types of effect.

Each of the three lens mounts may be separately adjusted both vertically and laterally and each may be separately focused, it is declared. These lens mounts also accommodate all makes and focal length of lenses either half or quarter size. It is only necessary to insert, adjust and focus three lenses of the desired focal lengths, after which anyone of the desired three may be instantly swung into the optical axis.

FILM RESTORER

New Method Claimed for Rejuvenating

A METHOD of cleaning and rejuvenating used films so that the original quality of the sound track is retained, is said to have been perfected by Fred Mast, president of Rex Film Cleaner, of Cleveland.

Under the system, which incorporates the use of Waxolene, all-surface dirt and oils accruing from use are removed without injuring the film, it is said. A blotting system replaces a rubbing system for absorbing surplus oils. In addition the film is subjected to treatment which restores those elements in it that are destroyed by the strong lights to which it is subjected in its passage through a projection machine.

Here it is!

RCA PHOTOPHONE

All A.C. Operated Special Size Equipment for

500 SEAT THEATRES

Lease Price

$1600.00

RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT for theatres of 500 SEATING CAPACITY and under is now ready! Designed and built to meet the requirements of the smallest theatres . . . compact . . . simple in operation and offered at a price that makes it the salvation of hundreds of houses that heretofore have remained dark or unprofitable with silent pictures or with unsatisfactory sound equipment.

COMPLETE A-C OPERATION

No Batteries . . . No Motor Generators . . . Direct Connection with the A-C Power Line . . . making operation extremely simple. Built for small projection rooms.

DESIGNED FOR SMALL THEATRES

Adapted to Simplex, Powers and Kaplan Projectors, operates with 110 volt, 60 cycle and 50 cycle, and 115 volt, D-C Power supply. (Powers and D-C equipments at a slightly higher cost.)

AN ENGINEERING TRIUMPH!

At Last! The small theatre is given the same opportunity as the super de-luxe house. With confidence the small theatre owner can proudly advertise his RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT, knowing that the box-office attractions of the major studios will be presented with the fidelity of tone and perfection that characterizes RCA PHOTOPHONE performance.

$100.00 DOWN, $25.00 A WEEK!

On the Lease plan, this RCA PHOTOPHONE SPECIAL SIZE EQUIPMENT may be installed on deferred payments as low as $25.00 per week which includes lease and finance charges, insurance and REGULAR SERVICE during the payment term. *It takes but a very few extra admissions to pay for it and deliver a profit from the first day of operation.*

For further information communicate with nearest branch office or direct to

Commercial Department

RCA PHOTOPHONE, INC.

411 Fifth Avenue • New York City

A Radio Corporation of America Subsidiary

15 Branches in Principal Cities of United States and authorized Distributors in Foreign Countries.

RCA
THE EMBLEM OF PERFECT SOUND
PHOTOPHONE
INC
SOUND EQUIPMENT

THIS WEEK *in* HOLLYWOOD

By JOE BLAIR
Studio Representative,
Associated Publications, Inc

IN conducting this page weekly, it will be the air of this writer to render a service unequalled by any other publication. There is only one policy "BETTER MOTION PICTURES FOR THE EXHIBITOR AND THE INDUSTRY."

Any criticism, constructive or complaining, will have only one view in mind, i. e., better motion pictures. So here we go . . .

Bob Lynch of Metro-Goldwyn-Mayer, in an advertisement the other day, registered a complaint against the way exhibitors manage their theatres.

I'll say this much—any exhibitor running his theatre by the methods employed by 90 per cent of the producers in operating the studios in Hollywood, would go broke in 30 days. Practically every studio in the business is a nest of political schemers. Anyone who wishes to advance, cultivates favors by bribery, trickery and frameups. Those who diligently try to make good motion pictures are fired and railroaded out because of their intelligence and ability.

If one-tenth of the business principles most any exhibitor uses in the management of his theatre were employed by the executives of the studios, the exhibition end of the business would be a more profitable and pleasant occupation.

No, Bob, don't find fault with exhibitors—make a trip to Hollywood sometime and I'll show you evidences of mismanagement no exhibitor would tolerate.

Now let's see what happened in Hollywood this week.

Warner Brothers-First National studios laid off several hundred employees and Radio Studio suspended preliminary work on six forthcoming pictures and laid off 300, including cameramen, assistant directors and other employees. Both studios will remain practically idle for several months, it is declared. New money needed again, I guess.

Oh, for a good housecleaning within the ranks of those who think they know how to make motion pictures.

* * *

Tay Garnett, ace RKO-Pathe director, has returned from Catalina Island where he completed exterior scenes for "The Mad Marriage," which features Helen Twelvetrees, Ricardo Cortez, John Garrick, Paul Hurst, Frank Conroy and others. Garnett is one of the most capable directors in the business and is expected to have a winner in "The Mad Marriage."

* * *

WHEN C. Graham Baker resigned from Warner Brothers-First National this week, this firm lost one of their most capable executives. Baker's experience dates back from the early days of the industry and his record is one of many successes. He has served as associate producer and scenario chief.

* * *

Larry Darmour has signed a formidable cast of well-known players for his feature talker, "The Mystery Train," which Phil Whiteman is directing. Marceline Day, Nick Stuart, Hedda Hopper, Bryant Washburn and others of equal prominence are the players already signed.

* * *

Hugh Herbert, Radio's superb character actor, has been cast for a featured role in "Consolation Marriage" which Paul Sloane is scheduled to direct for Radio Pictures. Herbert recently completed a featured role in "The Sphinx Has Spoken."

* * *

John M. Stahl, whose fine pictures, "Seed" and "The Lady Surrenders," made a lot of money for Universal, is expected to score three in a row with "Strictly Dishonorable," which goes into production this week.

* * *

School vacation days and the fact that the "kid" picture is the popular entertainment of the day, are causing Larry Darmour to increase his schedule on the production of the Mickey (himself) McGuire comedies. Instead of the scheduled one picture per month, Mickey and the Toonerville Kids are making two during June. "Mickey's Rebellion" has just been completed, and "Mickey's Wildcats" is starting production.

* * *

At the Mack Sennett Studio I witnessed several interesting scenes being filmed on an Andy Clyde picture entitled "Ex-Husbands," which A. Leslie Pierce is directing. "Ex-Husbands" should be a very amusing comedy.

* * *

GEORGE O'BRIEN's next picture for Fox Films will be "Riders of the Purple Sage" which Irving Cummings is scheduled to direct. Cummings turned in a winner with O'Brien in George's last picture, "The Holy Terror."

* * *

Joe Rock, independent producer, is planning a series of 12 novelty multi-color featurettes, starring Makato Toyoshima, Japanese actress. The pictures will deal with legends of Japan and all will be filmed in the native land.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . . EXHIBITORS THEMSELVES

COLUMBIA

Charley's Aunt, Charles Ruggles—One of the best comedies of the year. Good for Sundays. This one beats the old silent version and the stage play.—V. E. Joslin, Majestic, Heron Lake, Minn.

FOX

Six Cylinder Love, Spencer Tracy—Very clever. Drew large crowds who expected to see more of El Brendel. Good box office medicine. M. J. Nathan, Danby Theatre, Danbury, Iowa.

Seas Beneath, George O'Brien—First reel and last two reels okay. But the middle part was slow. Was disappointed in this one. — Mrs. Ethel Smith, Strand, Rogers, Texas.

FIRST NATIONAL

Scarlet Pages, Grant Withers.—Book this for any day of the week. Good comment from the fans.—H. M. Schenecker, Liberty, Webster, S. D.

M-G-M

It's a Wise Child, Marion Davies—A show which was liked by all. Not a dull minute in it. You can recommend it. — Mrs. Ethel Smith, Strand, Rogers, Texas.

The Great Meadow, John Mack Brown — This was different from anything we had shown lately and was okay in every way—Mrs. Ethel Smith, Strand, Rogers, Texas.

Trader Horn, Harry Carey—We showed this to four times average business for entire week. My house seats 200 and it's in a town of 5,000 with opposition theatre changing three times during the week. Use plenty of 24-sheets, put it on for a week and see it make money.—W. H. Brenner, Cozy, Winchester, Ind.

PARAMOUNT

Royal Family of Broadway, Ina Claire.—Good entertainment. This is an excellent society picture, with pathos and comedy well blended. Story is interesting—Charles Hyde, Grand, Pierre, S. D.

Right to Love, Ruth Chatterton—Busines was fair. This production does not do Ruth Chatterton justice and failed to please. Weather was fair.—J. A. Bittles, Granada, Greencastle, Ind.

STATE RIGHTS

Phantom of the Desert, Jack Perrin—Good western with recording on film good. Everybody pleased and had good comments.—Elfrida Mass, Princess, Aberdeen, S. D.

Beyond the Rio Grande, Jack Perrin—Poor story, no action, fair recording, no new ideas. Weather fair and cold.—R. C. Peniston, Majestic, Jetmore, Kas.

TIFFANY

Love Trader, Leatrice Joy, Henry Walthall—Weak story, fair acting, poor sound. Pathe comedy "Give Me Action" good. Stormy weather. —R. C. Peniston, Majestic, Jetmore, Kas.

UNIVERSAL

Iron Man, Lew Ayres — Robert Armstrong stole the picture. A good show and pleased everyone.—M. J. Nathan, Danby Theatre, Danbury, Iowa.

Iron Man, Lew Ayres—This picture is one of the kind that will not hold up two days. Business was good the first night. Weather fair. J. A. Bittles, Granada, Greencastle, Ind.

WARNER BROS.

Fifty Million Frenchmen, Olsen and Johnson—Cleverest picture I've had for 2 years. Dialogue snappy. Picture a constant riot of laughs. Wonderful crowds.—M .J. Nathan, Danby Theatre, Danbury, Iowa.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________ Producer ______________

Business and Comment: ______________________________

____

______________ Weather: ______________

Title ______________________________

Star ______________ Producer ______________

Business and Comment: ______________________________

____

______________ Weather: ______________

City ______________ Theatre ______________

State ______________ Exhibitor ______________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

Co-operative Ads Aid Bobby Jones Series

EXHIBITORS all over the country are taking advantage of the numerous avenues for tie-ups with merchants and others in exploiting the Bobby Jones series of Vitaphone shorts on "How I Play Golf." Few pictures have ever furnished so many opportunities for exploitation as has the Jones series. Unusual advertising has been the rule since the introduction of the series. For instance, the manager of the Strand Theattre in New Britain, Conn., was able last week to put over a co-operative page of advertising in the New Britain Record in which 90 per cent of the page was taken by golf schools, and country clubs. He had no need of interesting merchants or utilizing any of the sources that line the beaten track of most co-operative advertising.

On the other hand the manager of the Cameo Theatre, in Bristol, Conn., came across last week with a page of co-operative advertising in connection with the showing of the Jones pictures by lining up exclusively with merchants and sporting goods dealers, leaving the country clubs and golf schools for future use.

There have been so many of these full-page cooperative ads run in connection with the Bobby Jones series that the answer seems to be that merchants, sporting goods dealers and country clubs are eager to take part in them.

Due to the exploitation that has been and is being used in putting over the Bobby Jones golf pictures it is not at all surprising that exhibitors are hailing the shorts as one of the best bets that has ever fallen into their hands at this season of the year.

AD - it - orial

Tell Them "It's Cool"

By William Jacobs

THE fair ones have stored their fur and spring coats. They have donned the sleeveless low-neck dresses. Men have changed to linens and cool cloths.

The family is seeking the cool spots in the parks. The family car is raced along the highways and boulevards to create temporary cooling breezes. Swimming pools and beaches are drawing the sweltering crowds. Drug store curbs are lined with cars whose occupants pause to refresh themselves.

These human reactions are the natural results of the thermometer registering from 85 to 95 degrees.

But what have these natural reactions to do with the theatre?

Just this to our surprise:

In looking over the daily advertisements on the amusement page of an important key city newspaper, we discover to our amazement that out of the fourteen important houses equipped with modern cooling plants only one, and it timidly, refers to the refreshing coolness of its theatre.

Is this cause the result that managers take it for granted that everyone knows it's cool in a modern theatre? Or is it thoughtless oversight in selling?

We believe it is careless consideration to natural and timely selling angles. We further believe this obviously indicates that newspaper ads are not given the time, thought and enthusiasm their cost should command.

If these theatre heads were asked why their receipts were low they would shruggingly reply, "We haven't the pictures." "The weather is too hot," or "They are not going to shows now."

Our answer is "You can fill seats in these times if you utilize every opportunity to overcome natural human resistance."

Kids Help Street Ballyhoo

WHEN Columbia's "The Lone Rider," featuring Buck Jones, was recently shown at the Joy Theatre, Smackover, Ark., the manager got out a big street ballyhoo with kids which helped put over the picture in a big way.

A truck was secured and on each side were banners announcing that the gang was going to Buck Jones. Each kid was supplied with a noise-maker and with the truck touring the principal streets of the town there wasn't anyone who didn't know where Buck Jones was being shown.

This stunt proved its effectiveness and can be used on the others of the Buck Jones subjects, or any western. A special matinee for the kids is the best method to get them properly lined up in your town.

Buyer's Guide Boosts "Avenger"

FOR the opening of Columbia's "The Avenger," starring Buck Jones at the Liberty Theatre, Seattle, the manager put over a ten point strike when he copped the best position on a special "buyer's guide" gotten out in this territory.

This buyer's guide was a regular four page newspaper in two colors and contained ads of all the leading merchants. The manager of the Liberty Theatre offered two tickets for the price of one, and on page one of this paper secured a bold streamer clear across the top, as well as the lower half of the first page for his ad, which was run in two colors.

Educational Exploits Terry-Tooners Club

THE Terry-Tooners Music and Fun Clubs, sponsored by Educational Pictures as a move to bring back the kids to the theatre, officially got under way with Sam Hyman, owner of twelve theatres in Philadelphia starting actual work on the organizing of the Terry-Tooners Club for each of his twelve houses.

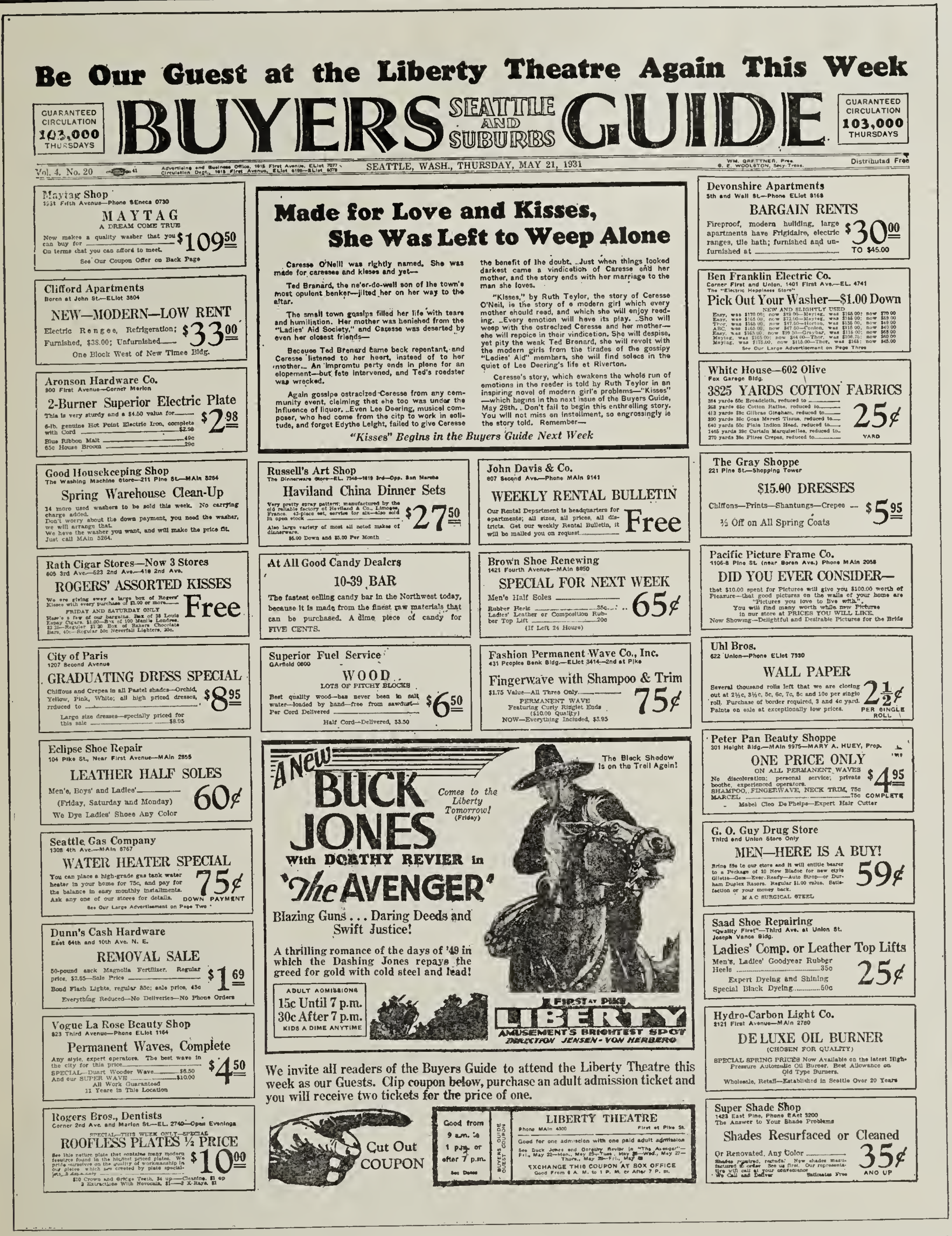
Mr. Hyman's Cameo was the first in his string of theatres to start the club, Saturday, June 20, being the date scheduled for the first meeting of the club.

Joe Rivkin, Educational exploiteer, has developed a tremendous campaign to put the clubs over on a big scale, nationally. The Hohner Company, which has had an exclusive tie-up arrangement with Educational for a number of years, is cooperating on the new idea, with harmonicas and other children's instruments.

The toy symphony, a new idea in rhythm, which has been adopted by many schools of music and experimental schools throughout the country, has become tremendously popular, and will be one of the principal features of the club. Children with no previous musical training may join the toy symphonies. Endorsed for its inestimable value in teaching children rhythm, the club will have the support and strong backing of schools and other educatioanl associations.

A full line of accessories to be used by the exhibitor inaugurating a club at his theatre is being made up by Educational. Already membership buttons bearing the club name and a special design by Paul Terry, creator of the Terry-Toons, are being distributed among club members.

Mr. Hyman has booked a new Terry-Toon into the Cameo for the first meeting.



Be Our Guest at the Liberty Theatre Again This Week

GUARANTEED CIRCULATION 103,000 THURSDAYS

BUYERS SEATTLE AND SUBURBS GUIDE

GUARANTEED CIRCULATION 103,000 THURSDAYS

Vol. 4. No. 20 — Advertising and Business Office, 1915 First Avenue, ELiot 7077 — Circulation Dept., 1915 First Avenue, ELiot 6199—ELiot 6079 — SEATTLE, WASH., THURSDAY, MAY 21, 1931 — WM. GRETTNER, Pres. G. E. WOOLSTON, Secy-Treas. — Distributed Free

Maytag Shop
1931 Fifth Avenue—Phone SEneca 0730
MAYTAG
A DREAM COME TRUE
Now makes a quality washer that you can buy for $109.50
On terms that you can afford to meet.
See Our Coupon Offer on Back Page

Clifford Apartments
Boren at John St.—ELiot 3804
NEW—MODERN—LOW RENT
Electric Ranges, Refrigeration; Furnished, $38.00; Unfurnished $33.00
One Block West of New Times Bldg.

Aronson Hardware Co.
900 First Avenue—Corner Marion
2-Burner Superior Electric Plate
This is very sturdy and a $4.50 value for $2.98
6-lb. genuine Hot Point Electric Iron, complete with Cord $2.98
Blue Ribbon Malt 49c
65c House Broom 29c

Good Housekeeping Shop
The Washing Machine Store—211 Pine St.—MAin 5264
Spring Warehouse Clean-Up
14 more used washers to be sold this week. No carrying charge added.
Don't worry about the down payment, you need the washer, we will arrange that.
We have the washer you want, and will make the price fit.
Just call MAin 5264.

Rath Cigar Stores—Now 3 Stores
605 3rd Ave.—523 2nd Ave.—418 2nd Ave.
ROGERS' ASSORTED KISSES
We are giving away a large box of Rogers' Kisses with every purchase of $1.00 or more Free
FRIDAY AND SATURDAY ONLY
Here's a few of our bargains. Box of 25 Louis Espay Cigars, $1.00—Box of 100 Manila Londres, $2.25—Regular $1.20 Box of Bakers Chocolate Bars, 40c—Regular 50c Neverfail Lighters, 20c.

City of Paris
1207 Second Avenue
GRADUATING DRESS SPECIAL
Chiffons and Crepes in all Pastel shades—Orchid, Yellow, Pink, White; all high priced dresses, reduced to $8.95
Large size dresses—specially priced for this sale $8.95

Eclipse Shoe Repair
104 Pike St., Near First Avenue—MAin 2855
LEATHER HALF SOLES
Men's, Boys' and Ladies' 60¢
(Friday, Saturday and Monday)
We Dye Ladies' Shoes Any Color

Seattle Gas Company
1308 4th Ave.—MAin 5767
WATER HEATER SPECIAL
You can place a high-grade gas tank water heater in your home for 75c, and pay for the balance in easy monthly installments. Ask any one of our stores for details. 75¢ DOWN PAYMENT
See Our Large Advertisement on Page Two

Dunn's Cash Hardware
East 64th and 10th Ave. N. E.
REMOVAL SALE
50-pound sack Magnolia Fertilizer. Regular price, $2.65—Sale Price $1.69
Bond Flash Lights, regular 85c; sale price, 43c
Everything Reduced—No Deliveries—No Phone Orders

Vogue La Rose Beauty Shop
823 Third Avenue—Phone ELiot 1164
Permanent Waves, Complete
Any style, expert operators. The best wave in the city for this price $4.50
SPECIAL—Duart Wooder Wave $6.50
And our SUPER WAVE $10.00
All Work Guaranteed
11 Years in This Location

Rogers Bros., Dentists
Corner 2nd Ave. and Marion St.—EL. 2740—Open Evenings
SPECIAL—THIS WEEK ONLY—SPECIAL
ROOFLESS PLATES ½ PRICE
See this nature plate that contains many modern features found in the highest priced plates. We pride ourselves on the quality of workmanship in our plates which are created by plate specialists. 3 days only $10.00
$10 Crown and Bridge Teeth, $4 up—Cleaning, $1 up
2 Extractions With Novocain, $1—2 X-Rays, $1

Made for Love and Kisses, She Was Left to Weep Alone

Caresse O'Neill was rightly named. She was made for caresses and kisses and yet—

Ted Branard, the ne'er-do-well son of the town's most opulent banker—jilted her on her way to the altar.

The small town gossips filled her life with tears and humiliation. Her mother was banished from the "Ladies' Aid Society," and Caresse was deserted by even her closest friends—

Because Ted Brenard came back repentant, and Caresse listened to her heart, instead of to her mother.— An impromtu party ends in plans for an elopement—but fate intervened, and Ted's roadster was wrecked.

Again gossips ostracized Caresse from any community event, claiming that she too was under the influence of liquor. Even Lee Deering, musical composer, who had come from the city to work in solitude, and forget Edythe Leight, failed to give Caresse the benefit of the doubt. Just when things looked darkest came a vindication of Caresse and her mother, and the story ends with her marriage to the man she loves.

"Kisses," by Ruth Teylor, the story of Caresse O'Neil, is the story of a modern girl which every mother should read, and which she will enjoy reading. Every emotion will have its play. She will weep with the ostracized Caresse and her mother—she will rejoice in their vindication. She will despise, yet pity the weak Ted Brenard, she will revolt with the modern girls from the tirades of the gossipy "Ladies' Aid" members, she will find solace in the quiet of Lee Deering's life at Riverton.

Caresse's story, which awakens the whole run of emotions in the reader is told by Ruth Teylor in an inspiring novel of modern girl's problems—"Kisses"—which begins in the next issue of the Buyers Guide, May 28th. Don't fail to begin this enthralling story. You will not miss an installment, so engrossingly is the story told. Remember—

"Kisses" Begins in the Buyers Guide Next Week

Russell's Art Shop
The Dinnerware Store—EL. 7348—1919 3rd—Opp. Bon Marche
Haviland China Dinner Sets
Very pretty spray pattern; manufactured by the old reliable factory of Haviland & Co., Limoges, France. 42-piece set, service for six—also sold in open stock $27.50
Also large variety of most all noted makes of dinnerware.
$5.00 Down and $5.00 Per Month

John Davis & Co.
807 Second Ave.—Phone MAin 9141
WEEKLY RENTAL BULLETIN
Our Rental Department is headquarters for apartments; all sizes, all prices, all districts. Get our weekly Rental Bulletin, it will be mailed you on request Free

At All Good Candy Dealers
10-39 BAR
The fastest selling candy bar in the Northwest today, because it is made from the finest raw materials that can be purchased. A dime piece of candy for FIVE CENTS.

Brown Shoe Renewing
1421 Fourth Avenue—MAin 8850
SPECIAL FOR NEXT WEEK
Men's Half Soles 65¢
Rubber Heels 35c
Ladies' Leather or Composition Rubber Top Lift 20c
(If Left 24 Hours)

Superior Fuel Service
GArfield 0600
WOOD
LOTS OF PITCHY BLOCKS
Best quality wood—has never been in salt water—loaded by hand—free from sawdust—Per Cord Delivered $6.50
Half Cord—Delivered, $3.50

Fashion Permanent Wave Co., Inc.
431 Peoples Bank Bldg.—ELiot 3414—2nd at Pike
Fingerwave with Shampoo & Trim
$1.75 Value—All Three Only 75¢
PERMANENT WAVE
Featuring Curly Ringlet Ends
($10.00 Quality)
NOW—Everything Included, $3.95

A New BUCK JONES
Comes to the Liberty Tomorrow! (Friday)
The Black Shadow Is on the Trail Again!
With DORTHY REVIER in 'The AVENGER'
Blazing Guns . . . Daring Deeds and Swift Justice!
A thrilling romance of the days of '49 in which the Dashing Jones repays the greed for gold with cold steel and lead!
ADULT ADMISSIONS
15c Until 7 p.m.
30c After 7 p.m.
KIDS A DIME ANYTIME
FIRST AT PIKE
LIBERTY
AMUSEMENT'S BRIGHTEST SPOT
DIRECTION JENSEN-VON HERBERG

We invite all readers of the Buyers Guide to attend the Liberty Theatre this week as our Guests. Clip coupon below, purchase an adult admission ticket and you will receive two tickets for the price of one.

Cut Out COUPON

Good from 9 a.m. to 1 p.m. or after 7 p.m.
BUYERS GUIDE GUEST COUPON
LIBERTY THEATRE
Phone MAin 4300 First at Pike St.
Good for one admission with one paid adult admission
See Buck Jones and Dorothy Revier in "The Avenger"—Fri., May 22—Mon., May 25—Tues., May 26—Wed., May 27—Thurs., May 28—Fri., May 29
EXCHANGE THIS COUPON AT BOX OFFICE
Good From 9 A. M. to 1 P. M. or After 7 P. M.

Devonshire Apartments
5th and Wall St.—Phone ELiot 8168
BARGAIN RENTS
Fireproof, modern building, large apartments have Frigidaire, electric ranges, tile bath; furnished and unfurnished at $30.00 TO $45.00

Ben Franklin Electric Co.
Corner First and Union, 1401 First Ave.—EL. 4741
The "Electric Happiness Store"
Pick Out Your Washer—$1.00 Down
NEW AND SLIGHTLY USED
Easy, was $170.00; now $89.00—Maytag, was $165.00; now $70.00
Easy, was $165.00; now $72.00—Maytag, was $165.00; now $59.00
Thor, was $165.00; now $47.50—Horton, was $135.00; now $40.00
ABC, was $165.00; now $47.50—Conlon, was $115.00; now $40.00
Easy, was $165.00; now $99.50—Graybar, was $115.00; now $65.00
Maytag, was $165.00; now $84.00—Thor, was $108.75; now $60.00
Maytag, was $175.00; now $115.00—Thor, was $165; now $45.00
See Our Large Advertisement on Page Three

White House—602 Olive
Fox Garage Bldg.
3825 YARDS COTTON FABRICS
384 yards 50c Broadcloth, reduced to
262 yards 65c Cotton Ratine, reduced to
413 yards 39c Gilbrae Gingham, reduced to
390 yards 39c Gaze Merveil Tissue, reduced to
540 yards 50c Plain Indian Head, reduced to
1465 yards 39c Curtain Marquisettes, reduced to
270 yards 39c Plisse Crepes, reduced to
25¢ YARD

The Gray Shoppe
221 Pine St.—Shopping Tower
$15.00 DRESSES
Chiffons—Prints—Shantungs—Crepes $5.95
½ Off on All Spring Coats

Pacific Picture Frame Co.
1106-8 Pine St. (near Boren Ave.) Phone MAin 2058
DID YOU EVER CONSIDER—
that $10.00 spent for Pictures will give you $100.00 worth of Pleasure—that good pictures on the walls of your home are "Pictures you love to live with".
You will find many worth while new Pictures in our store at PRICES YOU WILL LIKE.
Now Showing—Delightful and Desirable Pictures for the Bride

Uhl Bros.
622 Union—Phone ELiot 7330
WALL PAPER
Several thousand rolls left that we are closing out at 2½c, 3½c, 5c, 6c, 7c, 8c and 10c per single roll. Purchase of border required, 3 and 4c yard. Paints on sale at exceptionally low prices. 2½¢ PER SINGLE ROLL

Peter Pan Beauty Shoppe
301 Haight Bldg.—MAin 9975—MARY A. HUEY, Prop.
ONE PRICE ONLY
ON ALL PERMANENT WAVES
No discoloration; personal service; private boothe, experienced operators. $4.95 COMPLETE
SHAMPOO, FINGERWAVE, NECK TRIM, 75c
MARCEL 75c
Mabel Cleo De Phelps—Expert Hair Cutter

G. O. Guy Drug Store
Third and Union Store Only
MEN—HERE IS A BUY!
Bring 59c to our store and it will entitle bearer to a Package of 10 New Blades for new style Gillette—Gem—Ever-Ready—Auto Strop—or Durham Duplex Razors. Regular $1.00 value. Satisfaction or your money back. 59¢
M A C SURGICAL STEEL

Saad Shoe Repairing
"Quality First"—Third Ave. at Union St.
Joseph Vance Bldg.
Ladies' Comp. or Leather Top Lifts 25¢
Men's, Ladies' Goodyear Rubber Heels 35c
Expert Dyeing and Shining
Special Black Dyeing 50c

Hydro-Carbon Light Co.
2121 First Avenue—MAin 2780
DE LUXE OIL BURNER
(CHOSEN FOR QUALITY)
SPECIAL SPRING PRICES Now Available on the latest High-Pressure Automatic Oil Burner. Best Allowance on Old Type Burners.
Wholesale, Retail—Established in Seattle Over 20 Years

Super Shade Shop
1423 East Pine, Phone EAst 3200
The Answer to Your Shade Problems
Shades Resurfaced or Cleaned
Or Renovated, Any Color 35¢ AND UP
Shades repaired, remade. New shades manufactured to order. See us first. Our representative will call at your convenience.
We Call and Deliver Estimates Free

Here is how the Liberty Theatre, Seattle, Wash., boosted business when it played "The Avenger," Buck Jones western. In a tie-up with "The Buyers' Guide," the readers were asked to clip the coupon at the bottom of the page, which entitled a patron to one free admission with the purchase of one adult ticket. This co-operative page got plenty of attention to the picture.

RCA on Ships

New York—Following negotiations that have been pending for nearly a year, announcement was made last week by Van Ness Philip, manager of the foreign department of RCA Photophone, Inc., that contracts had been signed by the White Star Line for the installation of RCA Photophone sound reproducing equipment aboard the Majestic, the Homeric and the Olympic, the three largest liners in the White Star Atlantic fleet of passenger steamships.

ZUKOR DECORATED

Hungarian Medal to Paramount Head

New York — Adolph Zukor, president of Paramount Publix Corporation, who was born in the town of Ricse, Hungary, was decorated last week by the Hungarian government.

Count Laszlo Szechenyi, Hungarian minister to the United States, assisted by George de Ghika, consul general of Hungary, presented to Mr. Zukor the decoration of Commander in the Hungarian Order of Merit, awarded by Admiral Horthy, Regent of Hungary.

Original Title

Hollywood — "Safe in Hell," which became "The Lady From New Orleans," is now titled "Safe in Hell" once more. This change, according to advices from Warner Bros.' West Coast Studios, where the picture is in production, is definite and final.

MIX WITH "U"

Cowboy Star to Make Six Westerns

New York—Tom Mix and his horse Tony, almost as famous as his master, will make six western pictures for Universal this year. Arrangements have just been concluded in Tom Mix's private car with the Sells-Floto Circus at Bridgeport, Conn.

The arrangement for Mix's services naturally permits the screen star to complete his circus contracts. He will not take up his quarters at Universal City until the latter part of October.

Carl Laemmle, in announcing the engagement of Tom Mix, said: "It is with a great deal of pleasure and a great deal of pride that I am announcing to exhibitors that we have secured Tom Mix for six western pictures. I have always regarded Tom Mix as the greatest of all western stars. I have always wanted him for Universal. I am greatly gratified at the successful outcome of these negotiations which assures him for six Universal pictures."

MANUAL ON SHORTS

RKO-Pathe Issuing New Book

New York — RKO-Pathe is issuing a fifty-two page exhibitor manual covering all its shorts series with the exception of the Masquers all-star two-reelers and the Floyd Gibbons' Supreme Thrills, each of which will have special press sheets, according to A. P. Waxman, advertising counsel.

The manual devotes four pages each to Aesop's Sound Fables, Grantland Rice Sportlights, Vagabond Adventures, the seven two-reel comedy series—Jimmy Gleason, Benny Rubin, Frank McHugh, Mr. Average Man, Traveling Salesman, Gay Girls and Manhattana—and Pathe News and Pathe Review.

The material covers feature, news and play-date stories, sales angles, ad cuts, slugs and scene cuts and novelties available for special promotion. The book has been made up simply, without any bunk and is intended for use and not show.

Howard Signed

Hollywood—Leslie Howard has been signed to appear opposite Ann Harding in "Devotion," her first feature on RKO-Pathe's new program. The Harding picture has a Barriesque slant, combining highly dramatic situations with whimsicality and comedy. It was adapted by Horace Jackson and Graham John from Pamela Wynne's novel. Robert Milton is directing.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title__________________
Star__________________
Producer_______________
Comments_______________

Title__________________
Star__________________
Producer_______________
Comments_______________

Title__________________
Star__________________
Producer_______________
Comments_______________

Exhibitor's Name _______
House Name____________
Town__________________
State__________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

GOOD-ALL disc equipment cheap; selling on account of sound-on-film installation. Circle Theatre, 36th and Prospect, Kansas City, Mo. 6-23

COMPLETE equipment Kansas City suburban house consisting of Hertner transverter, Standeford low intensity lamps, Powers projectors, Arctic Nu-Air fan, about 600 steel furniture veneer chairs, lobby frames, etc. Sell all one lot or any part. Might give terms reasonable buyer. Address 213 Zoglin Bldg., Kansas City, Mo., or phone GRand 8662. c6-23

TWO POWERS projectors, fine shape, $100 each. Two turntables complete with bases and pickups, $37.50 each. 400 fine theatre chairs, $1,00 each. Fine drapes, carpets, Velour curtains. Three 16-inch oscillating fans, $15.00 each. Walt's Theatre, Kenesaw, Neb. 6-23

35 PICTURE MACHINE motors—⅛ and 1/6—good shape—$6.00. Stebbins Theatre Equipment Co., 1804 Wyandotte, Kansas City, Mo. c6-23 (2)

$500 MACHINE for $35. Build that stereoptican effect machine from our parts and save the difference, like de luxe theatres. Other theatre equipment at astoundingly reduced prices. Send for lists. The Clearing House, 1243 South Main, Independence, Mo. 7-14

EQUIPMENT WANTED

WANTED—Two used Simplex heads for emergency use; must be cheap for cash. Hall Industries Theatres, Beeville, Texas. 7-7

WANTED—Theatre or partnership; can also manage or operate. Write H. Swatek, 401 Gelbert Ave., Peoria, Ill. 6-23

POSITIONS WANTED

YOUNG MAN desires steady work as projectionist; seven years' experience; two years with sound; non-union but willing to join if necessary. Married, sober, reliable, willing worker; locate anywhere. B-374, Associated Publications. 6-30

PROJECTIONIST — 15 years' experience; any sound equipment. Barney Ludesher, 550 Almond, Dubuque, Iowa. 6-23

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad_________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

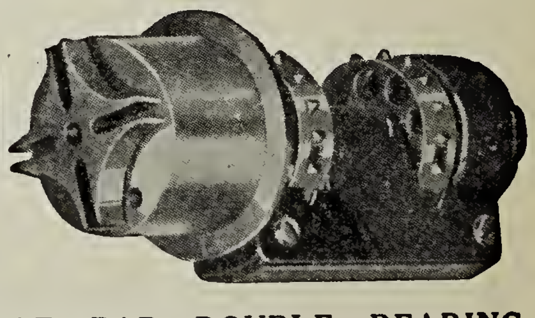
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS


GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Big Business Girl

First National—80 Minutes

Cast: Loretta Young, Frank Albertson, Ricardo Cortez, Virginia Sale, Joan Blondell, Frank Darien, Dorothy Christy, Mickey Bennett, Bobby Gordon, Nancy Delver and Oscar Apfel. Directed by William Seiter.

Here is a fast-moving screen story of modern youth that proves to be highly entertaining for any type audience. Story concerns a boy and girl who upon their graduation from college decide to seek their living in their own way, with the boy leading an orchestra in Paris and the girl going to work in an advertising agency in New York. The girl keeps her marriage to the boy secret and her employer makes love to her. The boy returns unexpectedly from Paris and discovers her with the boss. She is displeased with him for returning before he had made good and they have several misunderstandings which culminate in actions for a divorce arranged by her employer. She discovers that framed-up evidence is to be gotten against the boy and hastens to him to stop it, and when explanations are made, a happy reunion is brought about. The cast is excellent and direction fine.—Southwell.

SELLING SEATS: Title furnishes best angle for exploitation. Timely Tie-ups with schools and colleges with newspaper contest on the question "What Will I Choose for a Career," or "Shall I Become a Big Business Girl."

———o———

Affairs of Annabelle

Fox—79 Minutes

Cast: Victor McLaglen, Jeanette MacDonald, Roland Young, Sam Hardy, William Collier, Sr., Ruth Warren, Joyce Compton, Sally Blane, George Andre Beranger, Walter Walker, Hank Mann, Jed Prouty, Louise Beavers, Wilbur Mack. Directed by Alfred Werker.

This bright piece of screen farce is an adaptation from the stage musical known as "Good Gracious Annabelle" which after several changes of title arrived as "Affairs of Annabelle," which seems to cover the situations. Excellent direction of a very capable cast has turned out as nice a piece of nonsense as could be desired.

The story which concerns the attempts of a young girl to get back some mining stock which her husband, whom she had hastily married and as hastily left, had given her and suddenly proved to be very valuable. It had fallen into the hands of her husband's business rival through her pledging it for $700. She poses as a cook in the rival's household and during one of his many periods of gross intoxication she steals the stock from him. Her husband turns up and with his beard shaven off she does not recognize him, as he makes love to her under the assumed position as captain of the rival's yacht.

The story is merely used as a background for some very amusing situations. Victor McLaglen does exceptionally good work as the husband and Roland Young as the inebriate rival equally shares honors with him. Miss MacDonald sings one number in a pleasing manner without slowing up the action and her part as the girl in the case could not have been better chosen. Give us more of these breezy comedies and the screen fans will be sure to render thanks to the producers.—Southwell.

SELLING SEATS: Stars are the best bet for exploitation. Sell on the comedy angle. Title lends itself to mysterious affairs that will not hurt any after you get them in.

———o———

Ships of Hate

Monogram—66 Minutes

Cast: Lloyd Hughes, Dorothy Sebastian, Chas. Middleton, Lloyd Whitlock, Ted Adams, Constantine Romanoff, Gordon LeMain. Directed by J. P. McCarthy.

This is he-man melodrama staged aboard a ship of questionable character and a villainous crew of no character whatsoever. The ship is forced to sail clear of civilized ports, and the crew, all wanted by the law, destined to obey the threats of a paralytic captain who keeps them in tow with a snake whip and gun.

It is strictly melodrama with deliberate action suited to the word, marking a decided change from the conventional screen fare. The very nature of the offering makes it hold the undivided attention of the onlooker, serving well the fundamental purpose of entertainment, that of escape from the routine activities of every day life. It will undoubtedly take hold of the audience and stay with them after the final fade out due to its perfect melodramatic treatment. If patrons of the picture palaces are in search of two fisted entertainment to awaken their emotional reactions they will get their money's worth.

Monogram promised a mighty melodrama and they have delivered it. Lloyd Hughes and Dorothy Sebastian, to put it in melodramatic parlance, acquit themselves as the hero and heroine while Charles Middleton as the villainous captain portrays a difficult character with excellent skill.—Warren Stokes.

SELLING SEATS: Bill it as a two-fisted melodrama of the mighty deep and hail Charles Middleton as a Lon Chaney in your press stories.

———o———

Always Good Bye

Fox—66 Minutes

Cast: Elissa Landi, Lewis Stone, Paul Cavanagh, John Garrick, Herbert Bunston, Frederick Kerr and Lumsden Hare. Directed by Kenneth McKenna and William C. Menzies.

A mediocre film that has just enough entertainment value to satisfy most fans but not enough to make it outstanding. Elissa Landi in a most convincing role does all she can with it. Lewis Stone carries off what honors there are. Story concerns the girl who is used as a dupe by a clever crook (Paul Cavanagh). She poses as his wife, innocently, until she finds he is an imposter and when a love affair develops between her and the man he is trying to cheat (Lewis Stone), she crosses him up and when he falls into the toils of the law she falls into the arms of the man she loves. Miss Landi's work gives us assurance of what she is capable of doing if given a really strong part. Direction fairly well handled and photography of the best.—Southwell.

SELLING SEATS: Sell the stars as their names mean money. Something might be done with the finger print angle. Build up your program with good comedy shorts.

———o———

Forbidden Adventure

Paramount—85 Minutes

Cast: Mitzi Green, Edna May Oliver, Louise Fazenda, Jackie Searl, Bruce Line, Lawrence Grant. Directed by Norman Taurog.

Here is a picture which is real entertainment for the entire family trade with plenty of kid interest to appeal to parents and adults, as well as to every red-blooded American boy and girl. Mitzie Green and Jackie Searl supply most of the kid interest and Edna May Oliver and Louise Fazenda create plenty of laughs as their quarrelsome mothers.

Briefly, the story is about two uvenile movie stars and a boy ing, visiting in London, all of whom want to be regular kids and lay like the average boy and girl but can't. Finally they run away ogether, discarding their fine lothes for rags so they can be ike the other kids with whom hey play. Then a lot of excitement starts to happen when two oughs recognize Jackie and kidnap him. All of the kids in the neighborhood come to his rescue and beat up the two men and the owner of the warehouse where Jackie is being held prisoner. So while it lasted the kids experienced some real adventure, but with the police on their trail they are all brought back to their parents and, thus ends the picture with the kids reminiscing over their joyful times together like regular kids, and mournful that they will be separated.—Jesse.

SELLING SEATS: Every name in the cast should mean something at the box office. Play them up and advertise the new comedy team of Oliver and Fazenda. You should have no trouble getting the kiddies' cooperation. Tie-up with various juvenile organizations and play it up as a picture they shouldn't miss.

———o———

The Real Estaters

Paramount—11 Minutes

A few old gags slipped through on this one, but all in all it's a pretty funny comedy. Smith and Dale are featured and they get off some good ones. A woman comes into their office and they think she is a prospect as a purchaser for their bum property. After a number of wisecracks they discover she is checking up on their income tax which they haven't paid. And they had bragged about how much money they had made. This will brighten any program.—Steen.

———o———

Ambitious People

M-G-M—15 Minutes

Herman Timburg in an amusing skit in color which gets over very well. Timburg is the fellow who hires the talent for a new show and in selecting the feminine star, gets in dutch with the producer. There are songs and dances which go together to make up a nice short.—Steen.

THE LAST WORD

RIGHT YOU ARE, MR. HAMMONS!

THE American public want to laugh now more than ever; they are also avid for 'the something new in entertainment.' " So says Mr. E. W. Hammons, president of Educational Film Exchanges, Inc., in an announcement the past week. Right you are, Mr. Hammons. There has been too much of the drab and heavy stuff in features of late and those exhibitors going in for double featuring have just doubled the dose instead of balancing the bill with something in the lighter vein.

Of course Mr. Hammons' reference to providing the public with entertainment that will make them laugh concerns his company's short-length comedies. But there's a thought in this, not new by any means —simply forgotten, that will provide theatres with all the attractiveness that double feature programs seem to offer and, more than likely, serve to be twice as magnetic at the box office for those who want quantity entertainment and at the same time give them quality and be far more enduring.

The main value of the double feature at first blush was that it enabled the exhibitor to advertise two attractions instead of one. If two well-known stars were featured separately in each feature, he had a double advertising value there. But the difficulty of balancing two features on one program as a regular thing soon kills the value such a program may have at the beginning.

Exhibitors have long been guilty of negligence in exploiting to the full and thus deriving the full benefit afforded by the short subjects. In the featured roles of the majority of the two-reel comedies are names that have drawing value. Giving more play to the "added attractions" in newspaper advertising, in the lobby, on the screen and on the marquee will undoubtedly have an attraction value that will exceed most any double feature bill. What's more it has a permanent value at the box office. Don't hide the comedies on your programs under the guise of "added attractions"; SELL them for what they're worth; SELL the names that are in them; SELL their entertainment merits and you'll fill a lot of empty seats and please a lot of customers.

PRICE CUTTING

FOR several years we have kept a small clipping under the glass on our editorial desk that says the following about price cutting:

> Never did anyone any permanent good . . . Is an admission that the first price was too high, anyway . . . Is unnecessary if your customers are getting a fair deal . . . Is a poor way to establish public confidence in your business . . . Is easy to start and hard to stop . . . Is Inefficiency's last resort . . . Is the first step toward a receivership.

There's some good food for thought in those pithy lines. If you're contemplating a cut in your admission prices, think twice before you make the move. There are instances, of course, where admissions have skyrocketed beyond the "popular price" scale. We consider any admission above fifty cents too high. These should be cut. But all situations are not alike. If you can definitely and permanently increase your receipts through a lower admission, it's a good move. But, if there is any doubt in your mind, hold off.

Ben Shlyen

THE FILM GROUP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—33⅓ R. P. M.

NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.

$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

Chevalier Is Bright Spot On Broadway

—*Motion Picture Daily*

"THE SMILING LIEUTENANT"

. . sell-out every show, Criterion N. Y.

. . largest advance sale in $2 picture history

. . biggest agency buy on the Main Stem.

With CHEVALIER-LUBITSCH "SMILING LIEUTENANT" $2 S.R.O.

Now Comes News of Another Great $2 PARAMOUNT Hit!

"American Tragedy"

(Paramount)

HOLLYWOOD—A dramatic smash with an involved tale that receives simple and effective screen treatment. Von Sternberg's direction is sincere, never allowing the spectacular to intrude upon the keynote of simplicity. In all respects the production is in good taste. Phillips Holmes contributes a splendid performance as Clyde Griffith who, for the love of a new girl, murders the old. Study in repressed adolescence is neatly achieved. Sylvia Sidney and Frances Dee reach new heights, and sterling characterizations are given by Irving Pichel and Charles Middleton as opposing attorneys. The audience evinced an enthusiastic reaction at the preview. Looks like a winner despite the tragic theme and death sentence ending, and is sure to receive high critical praise.

—*Motion Picture Daily*

Previewed in unedited, unpolished form at that!

THE BUY WORD FOR 1931-2 . . .

PARAMOUNT

JUNE 30, 1931
VOLUME XII NUMBER 6

MOVIE AGE

FEWER NUMBER OF THEATRE CLOSINGS IN NORTHWEST

FILM BOARD GOLF TOURNAMENT A SUCCESS

NEW ALLIED EXHIBITOR UNIT IN WISCONSIN

NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

ADITORIAL

Who aroused the independents? . . . Why the sudden splash of advertising copy? . . . Have you become strictly an advertising medium for independent product? . . . Suddenly we learn that the independents have some real action product, what happened?

These and hundreds of other questions have been hurled at us since the appearance of our June 16 issue. Our answer is simply this:

The independents have been aroused by the need of action product. While this product, realizing the necessity of advertising, they analyzed the situation for the purpose of reaching the trade to the best advantage. **National coverage plus local appeal** resulted in their deciding upon ASSOCIATED PUBLICATIONS.

Film Trade Topics; Movie Age; The Reel Journal; Motion Picture Digest; Michigan Film Review; Exhibitors' Forum; The Ohio Showman; New England Film News; Motion Picture Times; Weekly Film Review carried their message to the entire industry and to each individual exhibitor through his **Home Town Paper**—That's why A. P. editors have been besieged with the above exhibitor questions—the message of the Independents has been read—and how!

In regard to the question as to whether or not we have become strictly a medium of advertising for the Independents, it should be understood that no journal, paper or periodical rejects or places a ban on any legitimate advertising, the pages are open for the distribution and diffusion of all such messages.

The main object in advertising one's wares is to place the copy through a medium commanding maximum attention at minimum cost.

In this particular instance the medium proved to be ASSOCIATED PUBLICATIONS.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.

945 Andrus Bldg.
Phone—MA. 6957

MINNEAPOLIS, MINN.

Few Summer Closings

In Northwest Despite Expectations to Contrary; Approximately 25 Per Cent.

Contrary to earlier expectations, there has been no wholesale closing of theatres throughout the territory for the summer on account of the depression.

Reports received by the Minneapolis Film Board of Trade indicate the number of showhouses to shut up shop during the past several weeks has not been any larger than for the corresponding period a year ago, according to Mrs. Mable Dietz, secretary of the board.

Each summer about 25 per cent of the theatres close for portions of the summer, Mrs. Dietz points out. This percentage has not been exceeded so far and there are even indications that the number of closing may not run so heavy as in 1930, she says.

The Film Board of Trade figure and by no means complete, but they are thought to give a pretty good line on the general situation.

With business in practically all trade lines badly off, it was figured that many showhouses, ordinarily open throughout the summer, would not care to combat the depression along with the heat, but, instead, would quit operation temporarily. But patronage throughout the territory has been holding up fairly well, all things considered, and this has induced many owners to keep their theatres open.

Publix has closed houses only in the usual isolated instances. Where any chance whatsoever exists to break nearly even on operating costs it has preferred to keep theatres open in order to afford continued employment to members of the house staffs and to help local sentiment.

Annual Film Board Golf Tourney

Honors go to Don Woods, Barney Benfield and Clyde Cutter; 85 Members Present.

Don Woods, Barney Benfield and Clyde Cutter are the movie golf champions of the Northwest They carried off the laurels at the annual golf tournament of the Minneapolis Film Board of Trade at Oak Ridge golf course.

Mr. Woods is city salesman for Paramount. He won the first flight for the championship, garnering the highest laurels of the day.

Mr. Benfield, Morris, Minn., exhibitor, captured the exhibitors' medal trophy, putting up his usually pretty game. The exchange medal trophy went to Clyde Cutter of Metro-Goldwyn-Mayer who shot in fine form.

George Fosnick of RKO showed nice form with the sticks in finishing first in the second flight.

In attendance and all-around good time for everybody present, the meet was acclaimed the best

(Continued on page 4)

Disappointment

Expressed by Loop Theatres Over Knights Templar Convention; Business Off.

The Knights Templar convention proved a distinct disappointment as far as Minneapolis showhouses were concerned. Instead of helping business, as expected, it hurt, if anything.

In the first place, the attendance did not begin to approach the advance estimates. In the second place, the clear, hot weather kept the visitors outdoors.

A huge outdoor pageant staged by "Buzz" Bainbridge, managing director of the Shubert Theatre, for the Templars' entertainment, under the organization's sponsorship, kept home folks as well as visitors away from the loop theatres. It was the one big success of the week, drawing capacity crowds of 17,000 at each of the

(Continued on page 5)

New Wis. Unit

Milwaukee — Allied Independent Theatre Owners of Wisconsin has become affiliated with Allied States Association, following a meeting of the group last week. Frank J. McWilliams of Madison was made president of the group and was appointed national director of Allied States for Wisconsin.

McWilliams has been one of the leaders of the independent group which broke away from the M. P. T. O. of Wisconsin. The independents have planned a series of regional conferences, the first of which will take place this week at Rice Lake. Other meetings will be called every two weeks.

NEW COOLING PLANT

Alhambra at Milwaukee Has $50,000 System

Milwaukee, Wis. — Universal's Alhambra Theatre here was dark from June 19 to 25 to allow the installation of a $50,000 refrigerating plant as well as new drapes and carpeting. The theatre reopened June 26 with Universal's "Seed." Fred S. Meyer, president of the M. P. T. O. of Wisconsin, is managing director of the theatre.

The Davidson Theatre, local legitimate house which has been showing sound pictures for the past several weeks, closed for the summer June 20 with the completion of the showing of "Tabu." The house will reopen early in September, according to J. A. Higler, manager.

Fire Drills

By M. E. CUFFEL, Editor

MOVIE AGE does not believe that chain or independent exhibitors should permit themselves to grow-careless in the matter of holding fire drills. If its information is correct, there has been a tendency toward carelessness in this regard. It seems that even some of the chain houses are not holding fire drills regularly.

Most Northwest theatres are of fire-proof construction and the possibilities of a conflagration probably are slight. Nevertheless, such possibilities exist and the astute theatre owner or manager will be prepared to meet every sort of a contingency. It does not matter that theatre fires have been few and far between.

(Continued on page 5)

"Daddy Long Legs" and "Hell Bound" High Cards

Minneapolis (week ending June 27)—The Minnesota and RKO Orpheum, as usual, got the bulk of the trade the past week. Both houses did well, in spite of the Knights Templar convention rather than because of it.

"Daddy Long Legs" was a fine card at the Minnesota, pulling especially big matinee business. Critics and patrons raved over this offering.

With strong vaudeville and good ganster picture, "Hell Bound," the Orpheum drew well. "Kick In" at the Lyric and "Dude Ranch" at the Aster were good offerings and attracted fair patronage.

Aster—**Dude Ranch** (Para.), Jack Oakie. **Business:** Fair. **Summary:** A light but pleasing comedy about a cowboy who puts some city bad men to rout and wins the girl. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, screen vaudeville and comedy.

Minnesota — **Daddy Long Legs** (Fox), Janet Gaynor and Warner Baxter. **Business:** Big. **Summary:** A pleasing little romance that is tip-top entertainment for every member of the family. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show and sound news.

Lyric—**Kick In** (Para.), Clara Bow. **Business:** Fair. **Summary:** Miss Bow as the wife of an ex-convict who tries to go straight despite obstacles thrown in his path by former gangster pals and the police. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news; comedy; and screen vaudeville.

RKO Orpheum — **Hell Bound** (Tiffany), Leo Carillo. **Business:** Good. **Summary:** A well-knit gangster drama with thrills and Carillo's good characterization to compensate for various implausibilities and false notes. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, sound news.

State—**Women of All Nations** (Fox), Edmund Lowe and Victor McLaglen. **Business:** Light. **Summary:** More adventures of Captain Flagg and Sergeant Quirt with the fair sex in various climes; only moderately amusing. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, cartoon comedy, "Strange As It Seems."

MILWAUKEE

(Week Ending June 18)

Alhambra—**Many a Slip** (Universal), Joan Bennett, Lew Ayres. **Business:** Fair. **Summary:** A melodramtic offering in which the comic relief fails to click properly. **Entertainment Merits:** 80 per cent. **Short Subjects:** Universal newsreel; comedy.

Davidson—**Tabu** (Paramount). **Business:** Fair. **Summary:** A film bearing unusually fine photography and a musical score second to none of its kind. **Entertainment Merits:** 95 per cent. **Short Subjects:** Newsreel and comedy.

Garden—**My Past** (Warner), Bebe Daniels, Ben Lyon. **Business:** Fair. **Summary:** A love story which progresses by jerks. **Entertainment Merits:** 85 per cent. **Short Subjects:** Newsreel, comedy.

Palace—**Transgression** (Radio), Kay Francis, Ricardo Cortez. **Business:** Fair. **Summary:** An interesting play concerning a woman whose husband goes on a mining expedition and who herself goes to Paris for excitement. **Entertainment Merits:** 85 per cent. **Short Subjects:** RKO newsreel, comedy.

Riverside—**The Good Bad Girl** (Columbia), Mae Clark, James Hall. **Business:** Fair. **Summary:** A gangster story concerning what happens when they try to go straight. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville.

Strand—**Trader Horn** (M-G-M), Harry Carey, Edwina Booth. **Business:** Fair (ended second week). **Short Subjects:** Fox Movietone **Entertainment Merits:** 90 per cent. News and comedy.

Warner—**Big Business Girl** (F. N.), Loretta Young, Frank Albertson. **Business:** Fair. **Summary:** A mildly good affair which concerns the sweet young college girl who goes into business. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal newsreel and comedy.

Wisconsin—**Five and Ten** (M-G-M), Leslie Howard, Marion Davies, Irene Rich. **Business:** Fair. **Summary:** An exceptional photoplay because of its cast, in which Miss Davies strikes the modern atmosphere perfectly. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox Movietone News.

Business at Normal Summer Season Gait

Northwest exhibitors continue to get results by putting their shoulders squarely to the wheel, Minneapolis exchange managers report to MOVIE AGE after trips through the territory.

Despite the depresison, business is going along at most spots as just about the normal summer gait.

Exchange managers emphasize the fact that theatre operators, no more than people engaged in other lines of industry, cannot expect to make money all the time. Some losing weeks during the hottest part of a depressed summer are to be expected, it is pointed out. It is the results for the year as a whole that count.

By working harder than usual, many managers in towns throughout the territory are succeeding in holding up patronage almost to normal proportions, the exchange managers say. More pains are being taken in arranging programs and there are more exploitation tie-up in the small towns than ever before, according to the exchange managers.

"Business seems to be close to normal in most of the spots which I have visited during recent weeks," says Mike Frisch, RKO exchange manager in Minneapolis. "Moreover, as far as RKO product is concerned, at least, the exhibitors show a disposition to sign up at this time for the new season's pictures. Our product is going over exceptionally well."

Exchange managers have been spending an unusually large amount of time in the territory during recent weeks.

Golf Tourney

(Continued from page 3)

ever held by the board. There were 85 members of the movie industry present, including managers and salesmen and exhibitors.

The Film Board is planning another big time for late July when an outing will be held by it at Detroit Lakes, Minn. There will be swimming, bridge and other events at this outing, in addition to golf. Exhibitors also will be invited again. Tentative plans for the event were discussed at the board's weekly meeting. The exact date for the outing will be announced shortly, according to W. H. Workman, president.

NO PRICE CUTS

Five Circuits Plan No Admission Slashes

New York—Five major circuits, Publix, Fox, Loew's, Warner and RKO, announced last week that no cuts in either box office scale or programs are contemplated for the coming months. This announcement sets at rest current rumors to the effect that circuits were planning drastic price cutting.

Outlook for industrial improvement as a result of the better international situation, together with the fact that theatres in many sections have so far held up fairly well for this time of the year, are cited as the principal constructive forces in forestalling any further reductions in box office prices. With the business outlook indicating a revival by fall, amuesement business has only a few more months to go before its good season sets in, and it is felt that the customary upswing at that time will be accelerated by better conditions.

Another view elicited in the survey is that the restoration of prices from their present low levels, where cuts have been made, will not be a difficult matter provided sufficiently strong attractions are forthcoming.

ANOTHER PUZZLE

$40,000,000 Represented in Motor Cars

Maybe the times aren't so bad as a lot of theatrical and other people have been led to believe.

The Minneapolis Star calls attention to the fact that police estimate that 50,000 to 60,000 automobiles were parked just outside the Minneapolis loop during the Knights Templar parade. The value of these cars is estimated at $40,000,000.

"Another puzzle for pessimists" is the way The Star captions its editorial reference to the matter.

RAILROAD TIE-UP

Great Northern and Para. Cooperate

Don Alexander, live-wire publicity head of the Paramount Theatre, St. Paul, has a nice tie-up with the Great Northern railroad on Glacier National Park.

The theatre is boosting the park on the screen in a series of songs gotten together by Leonard Leigh, the organist, including such numbers as "Moonlight in the Rockies," etc., and sung by audiences.

In return the railroad is running 150 inches of display advertising in the newspapers, boosting the theatre and its attraction, "Daddy Long Legs." It also has sent out 2,000 bulletins to employes, calling attention to the Paramount and the latter's program. It also has a window display at its loop ticket office for the theatre.

BOSTICK HERE

Former Pan Manager Is Living in Seattle

A Minneapolis visitor is E. C. Bostick, erstwhile popular manager of Pantages Theatre during the last two years before its closing. Mr. Bostick now is associated with A. G. Bainbridge of Minneapolis in the operation of the Moore Theatre, Seattle, which, under their joint direction, recently concluded a successful season of dramatic stock and which will reopen with the same policy in the fall. With his wife, Mr. Bostick is visiting the Bainbridges for a few week and renewing local acquaintances.

Here's Luck, E. W.

E. W. Jonhson will open a new theatre at Floodview, Minn., on July 4. He is at present engaged in the drug business at Floodwood. Mr. Johnson's subscription to MOVIE AGE was received this week. He evidently feels that a good trade paper is as much an essential in his new line of business as films and tickets. We hope that he gets many helpful suggestions from our columns and wish him the utmost luck in his enterprise.

Expect Stars

Breezy Point Lodge, Minn., the famous Fawcett hostelry, again this summer promises to be a popular vacation spot for screen folks. One of the first of its Hollywood visitors will be the popular Fifi Dorsay who will be entertained at the lodge by the Fawcetts early in July. Miss Dorsay is now on a vaudeville tour. Other screen celebrities are expected from time to time throughout the summer, the same as in previous years.

Fire Drills

(Continued from page 3)

A panic and a consequent loss of life in any theatre fire which might occur could do the show business irreparable harm. If employes are properly drilled they can manage any panicky situation in such a way as to avert injuries or loss of life. Moreover, it is a good advertisement for a theatre to have it known that fire drills are held regularly. It adds to patrons' sense of security and gives them confidence in the theatre's management which they likely will hold in higher esteem.

It even has been suggested that fire drills be held with the patrons participating. In the case of larger houses in the bigger cities, this probably would be impractical, but it even might work out as a good advertising stunt for some of the smaller theatres in the smaller towns.

BUYS GOLF SERIES

Publix to Show Bobby Jones Subjects

L. E. Goldhammer, Warner Brothers' exchange manager at Minneapolis, has closed with Publix for the latter to take the Bobby Jones' golf shorts series for the entire Northwest circuit. The series comes in 12 installments.

Mr. Goldhammer reports that Warner Brother-First National business on the new season product is running far ahead of the corresponding period last year in the territory, despite the depression and the efforts to induce independent exhibitors to do no buying.

"Adventures in Africa," the Warner Brothers' serial, is going over especially big in the territory, according to Mr. Goldhammer.

HAPPY OVER MIX

Garrison Glad "U" Has Signed Star

J. E. Garrison, Universal exchange manager, is elated over the signing of Tom Mix for six Universal westerns. This is good news, too, for Northwest exhibitors, he asserts, because Mix always has been a great card in the territory and there is a big demand at present for outdoor western action pictures. Mix is sure to help in getting the kiddies back into the showhouses for all the youngsters love this cowboy hero, he points out.

Two of the recent Universal pictures continue to clean up everywhere in the territory, according to Mr. Garrison. They're "Seed" and "Dracula" and both are going great guns, he says.

Hollywood—Harry Carey, star of "Trader Horn," and one of the veteran favorites with the fans, has been assigned one of the leading character roles in "The Mad Marriage," Helen Twelvetrees' latest starring production now being made at the RKO-Pathe studios.

STAFF CHANGES

Managers Shift in Racine Houses

Racine, Wis.—Two changes in management have been announced here. Owen McKivett, formerly manager of Warner's Western Theatre, has returned as manager of the house. He succeeds Bryn Griffith, who will be transferred elsewhere on the circuit.

Robert M. Ungerfeld, who has been manager of Fox's State Theatre here for the past two years, has been succeeded as manager of the house by Mickey Gross. Mr. Gross was formerly publicity man for the RKO theatres as well as manager of the circuit's Orpheum and President theatres in St. Paul.

HOT FOR TALKIES

RCA Installation at Coldest Spot

Even in the furthermost nook of the north, where the temperature falls to 75 and g0 degrees below zero in mid-winter, talking pictures are the vogue now.

The Minneapolis branch of RCA sound equipment has received an order for new sound equipment to go into a new 400-seat theatre being built at The Pas, a little town in the extreme northern part of Manitoba. The Pas has the reputation of being one of the coldest spots in America, but it is said they're all ready to warm up to sound films.

New RCA sound equipment also has been installed for the new State Theasre and was opened by Beck & Sorenson at Chamberlain, S. D., June 14.

Recovers

Bennie Berger, president of the Northwest Allied unit, has recovered from his recent illness and is back on the job again. He was treated at the New Asbury Hospital, Minneapolis, for ulcers.

Disappointment

(Continued from page 3)

three performances. The 17,000 seats also were completely sold out on the morning of the big parade.

The rialto in common with the hotels and restaurants had been led to believe that the conclave would draw a crowd of 250,000 visitors. This initial extravagant estimate later was revised to 50,000. The actual number of Knights registered was less than 7,000. It is not believed that there were more than 10,000 transients here on the peak day, Tuesday, when the parade was held.

The parade along with the outdoors' pageant, however, was a lure for local residents, it being estimated that fully 150,000 watched it throughout Tuesday morning and afternoon. Theatres complained that the dread of large crowds kept many of their patrons away during the week. All in all, the results were exceedingly unsatisfactory.

TWO MAGNETS

"Long Legs" and "Yankee Get Big Money

Fox has the distinction of having among its product two pictures which rate as the best drawing cards that the Minnesota Theatre, ace and largest house of the Publix Northwest circuit, has had in many months. The pictures are "Daddy Long Legs" and "A Connecticut Yankee." They vie with "Skippy," a Paramount picture, for giving the house its biggest weeks of the current year. All three pictures afford clean, wholesome entertainment for all members of the family.

"Daddy Long Legs" was on view at the Minnesota last week. Although record-breaking heat was in evidence during the week, it drew packed houses during the seven days. "A Connecticut Yankee," on view several months ago, also was an outstanding magnet.

Refund 5 Per Cent

Milwaukee, Wis.—A plan is being worked out by the local stage hands' union whereby the stage hands will refund 5 per cent of their salary to the theatres during 10 weeks this summer. It is hoped that the plan will help to alleviate the summer slump and it is also hoped to arrange a smilar movement among the motion picture operators.

The plan is expected to be put into effect within two weeks and will affect approximately 115 stage hands in this city.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

The ONE BIG Short Feature

52
TWO REEL COMEDIES

There's One Big Idea you can't afford to forget about short features. For eleven years there has been *just one* big organization dealing in them exclusively. Even in this day of spe-

Educational

MACK SENNETT ANDY CLYDE COMEDIES

The very humanness of Andy Clyde's "Pop Martin" characterizations has won a new and unique place for this Sennett ace. His name is on more marquees every week. It should be on yours—as the biggest comedy star name attraction of the season.

MACK SENNETT COMEDIES

With Harry Gribbon, Patsy O'Leary and other equally well-known stars, this series will carry on the Sennett tradition. Then, too, there will be new stars. When you say "Mack Sennett Comedies" in your lights your public knows you are inviting it to a treat.

IDEAL COMEDIES

Audiences want more like "Crashing Hollywood," depicting the studioland capers of the Ideal Comedy Sensations, those "Hollywood Girls." Ideal Comedies will provide more of this popular type as well as other sure-fire pictures starring some of the biggest names in stage and screen comedy.

MACK SENNETT COMEDY Featurettes

"Match Play!" "He Trumped Her Ace!" "Hollywood Theme Song!" Pictures that the whole industry recognizes as short subjects of real feature merit, both as entertainment and as ticket sellers! Now here is a whole series of them.

VANITY COMEDIES
AL CHRISTIE PRODUCTIONS

Their bright stories, the attraction value of such stars as Buster and John West and Glenn Tryon, and the masterly Christie production, have built up for Vanity Comedies a popularity that makes this series a vital factor in your program for next season.

MERMAID COMEDIES

For more than a decade the name "Mermaid" has been synonymous with high speed and laughter. There is vigorous action in every Mermaid Comedy that peps up any audience. They're mighty hard to equal for laughing purposes.

TORCHY COMEDIES

TORCHY IS BACK! The popular Sewell Ford stories promise one of the most delightfully entertaining comedy series of the season. And Ray Cooke is a "Torchy" who might have stepped right out of the pages of Ford's stories of irrepressible youth. Produced by C. C. Burr at Educational Studios.

Line-up for 1931-1932

cialists there's *just one* big company offering you for 1931-1932 a program of short features that represents its whole effort, its whole resources. It's . . .

Pictures . . .

76 ONE REEL SUBJECTS

mack Sennett BREVITIES

12

The playground of Agua Caliente—Reno, where they grind out divorces by the minute—and ten other subjects of equal appeal. With their humor guaranteed by the great name of their producer. And all photographed in natural colors.

PAUL TERRY-TOONS

26

By Frank Moser and Paul Terry

Terry-toons not only bring the greatest line of laughs ever packed into any film cartoons, but they add a lilting swing of melody that your patrons just can't resist. Backed up this season by one of the greatest exploitation ideas yet. Ask about it.

LYMAN H. HOWE'S HODGE-PODGE

6

A medley of oddities from here, there and everywhere. Plenty of laughs, now and then a thrill, sometimes maybe a tear. But always a moving panorama of the strange or curious or wonderful from any part of the world. Edited by Robert E. Gillaum.

Romantic Journeys

13

Hawaii, Old Mexico, Algiers. The harems of Morocco. War dances in Samoa. Those are the dreamed-of places being shown in their natural colors by these Romantic Journeys, with their thrilling stories told by Claude Flemming, famous world traveler. Produced by Howard C. Brown and Curtis F. Nagel.

Cameo COMEDIES

13

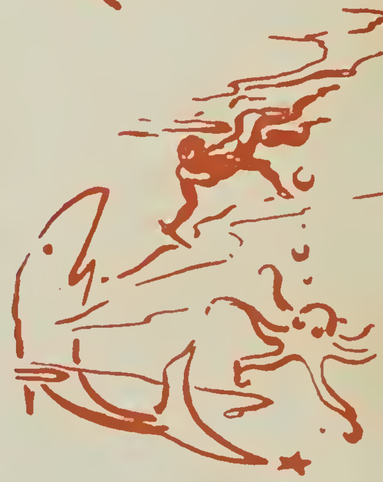
Short rough-and-tumble comedies, packed with action from the jump. With popular comedians. Direction and production value on a par with the best two-reelers. When your program needs just a few minutes more of sure laughs—Cameo Comedies are the thing.

CANNIBALS OF THE DEEP

6

PRODUCED BY MACK SENNETT

Man-eating sharks! Leaping Tuna! Fighting marlin sword fish! Vicious battles to the death in the depths of the sea. A great new series made by Sennett in years of fishing off the Southern Pacific Coast.



Educational Pictures

"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS, President*

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Columbia's Studios Working at Capacity

Hollywood—The Columbia Hollywood studios are working at capacity with four major productions before the cameras, six in preparation for early filming and six featurettes in work. The unit making "Arizona" has returned from locaton at Palm Springs Calif. Laura La Plante, John Wayne, June Clyde, Nena Quartaro Forrest Stanley Loretta Sayers and Susan Fleming have outstanding roles. George B. Seitz is directing this adaptation of the Augustus Thomas stage play.

"Fifty Fathoms Deep," with R. William Neill directing has Jack Holt in the stellar role with Richard Cromwell, Loretta Sayers and Mary Doran prominent in the support.

Shooting started last week on "Pagan Lady," adapted from the stage play by William DeBois. Evelyn Brent portrays the title role. John Francis Dillon will direct.

"Ex-Ranger," tentative title of Buck Jones' second production under his new Columbia long term contract, is being directed by Louis King. James Mason and Frank Rice are leading the cast.

"Branded," another Buck Jones feature, is in the cutting room, as is "The Miracle Woman," the roadshow production adapted from the stage success by R. R. Riskin and John Meehan. "The Miracle Woman" serves as Barbara Stanwyck's second Columbia starring vehicle. Frank Capra directed and an imposing cast in support of Miss Stanwyck includes: Sam Harday, Beryl Mercer, David Manners, Russell Hopton, Charles Middleton, Eddie Boland, Thelma Hill, Harry Todd, Al Stewart and Aileen Carlyle.

Robert Riskin is completing the adaptation on a new Holt-Graves vehicle as yet untitled, while Jo Swerling is working on a forthcoming Frank Capra - Barbara Stanwyck vehicle. Dorothy Howell, Douglas Doty and Arthur Rosson are working on three vehicles, the titles of which will be announced shortly.

Among the featurettes in production are: "Screen Snapshots" No. 8; "The Delivery Boy," a Mickey Mouse cartoon; "The Busy Beavers" a Silly Symphony; "Soda Poppa," new edition of Krazy Kat; "Curiosities" No. 22 and a new Eddie Buzzell "Bed Time Stories for Grown-ups."

Select Cast

Hollywood—The four principal roles in the second of the series of human interest dramas to be produced by Headline Pictures Corp., have been assigned to Marion Nixon, Lloyd Hughes, Theodore Van Eltz and Burr McIntosh, according to an announcement from Mortimer D. Sikawitt, president of Headline. Shooting has already started under directorial supervision of Charles Hutchison. RCA recording will be used.

Start "Reno"

Hollywood—"The Road to Reno" has gone into production under the direction of Richard Wallace at the Hollywood studio of Paramount, with Charles Rogers and Carman Barnes heading a stellar cast. Others in the cast of "The Road to Reno" are Tom Douglas, Lilyan Tashman, Judith Wood, Irving Pichel, Skeets Gallagher, William (Stage) Boyd, Wynne Gibson and Leni Stengel.

EIGHT COMEDIES

Educational Announces July Releases

Hollywood—Consistent with its policy of maintaining a high degree of activity throughout the summer, Educational has scheduled for release in July, eight new subjects, of which four are two-reel comedies, and four one-reelers.

Releases scheduled for July 5 include "Movie-Town," a Mack Sennett comedy, featuring the comedy dean himself, Marjorie Beebe, Frank Eastman and Luis Alberni; "The Lure of Hollywood," the third in the group of Hollywood Girl Comedies, with Virginia Brooks, Phyllis Crane, Rita Flynn and George Chandler in the principal roles; and "Dream World," the third in the new series of Romantic Journeys.

Another Mack Sennett Comedy, a baseball opus, featuring Daphne Pollard, Tom Dugan and Wade Boteler, and titled "Slide, Speedy, Slide," is scheduled for July 19 release. On that day a new Hodge Podge titled "Jungle Giants," will also be released.

"What a Head," the last in the series of Educational Tuxedo Comedies, will be released on July 26. This comedy features Jack Duffy, Ronnie Rondell and Frances Lee. It was directed by Robert Hall.

"By the Sea" and "Her First Egg," two new Terry-Toons, will be released July 12 and July 26 respectively.

Star Returns

Hollywood—After fifteen years of voluntary retirement, Rita Stanwood, wife of H. B. Warner, returned to the screen last week to make her talking debut in RKO-Radio Pictures, "The Sphinx Has Spoken," being directed by Victor Schwertzinger.

STAR SYSTEM O. K.

Edgar Selwyn Says Star Is Most Important

Hollywood — "The star system on stage and screen is increasing in strength with each passing year. The reason for the system's vitality is exactly that which is behind the public's purchase of trade - marked and advertised goods. The name of an accepted personality over the marquee of a stage or screen theatre is taken by the theatregoer as an immediate guarantee of quality."

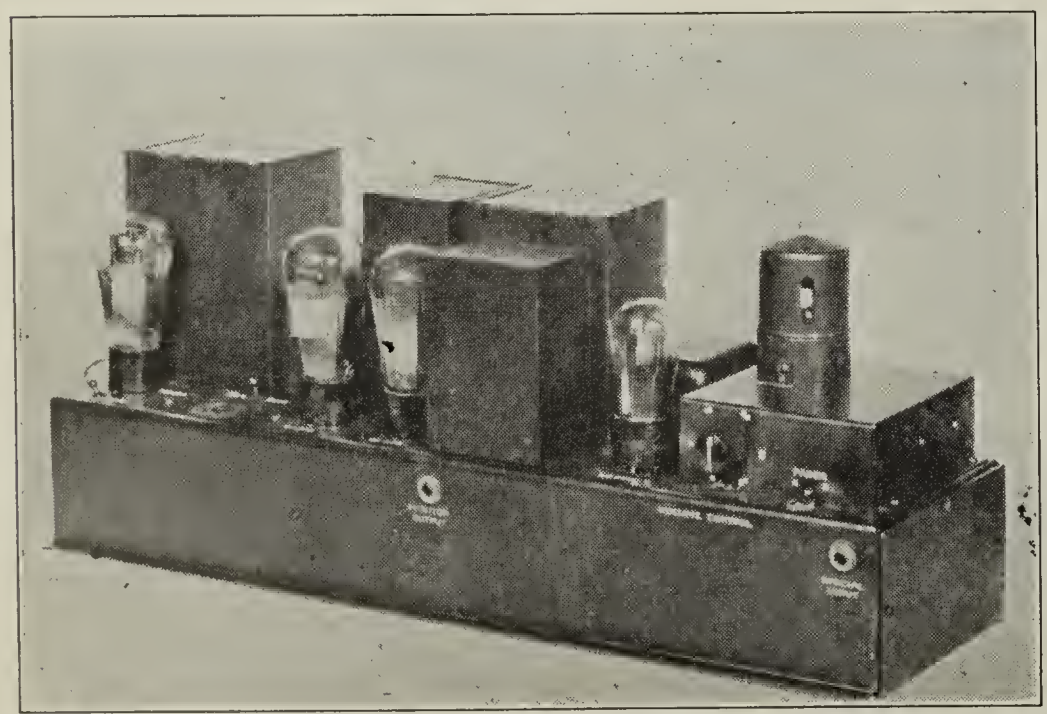
With this statement Edgar Selwyn, noted stage producer, recently turned director for Metro-Goldwn-Mayer, plunges headfirst into the controversy which has waged for years as to the merits and demerits of the "star system."

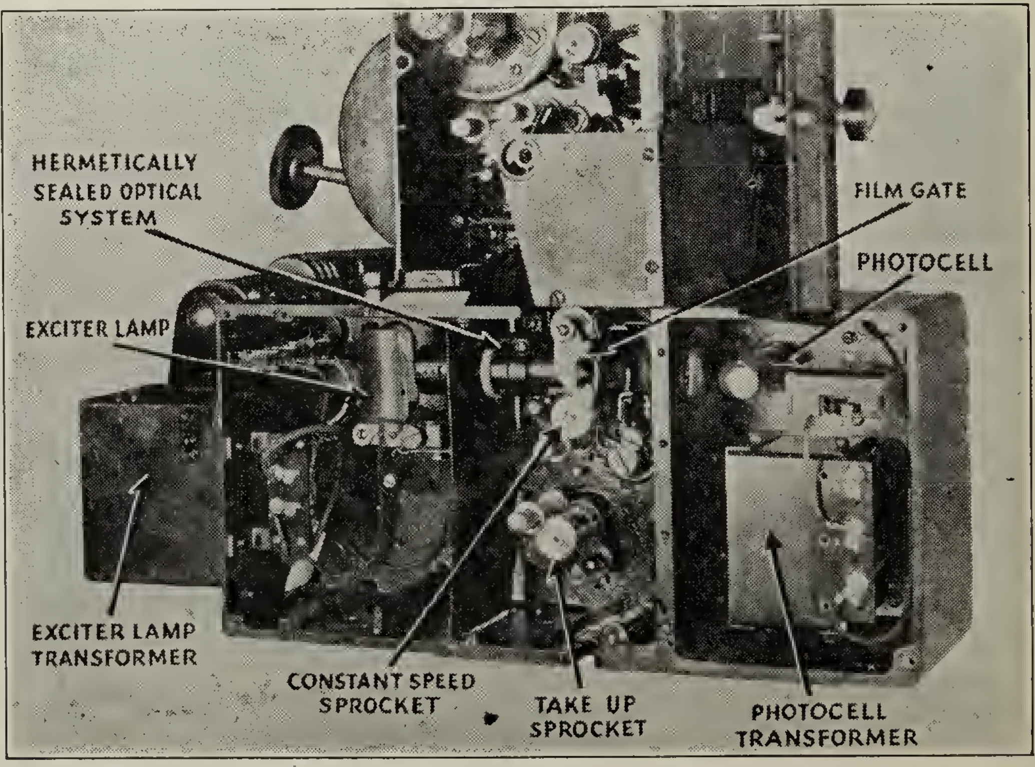
"If you will follow any group of people in the theatrical district you will find that they are interested, first, in the productions which are headed by recognized stars. You may, with a little argument, be able to induce them to attend a very good show, in which there are players they never heard of—but you will have to argue," he concluded.

BICKFORD SIGNED

To Have Male Lead in "Pagan Lady."

Hollywood — Charles Bickford, well known screen leading man, has been teamed with Conrad Nagel in the principal male role of 'Pagan Lady," Columbia's adaptation of last season's sensational stage play of the same name by William Du Bois. Evelyn Brent s featured in the title part, with John Francis Dillon directing.





(Left) New amplifier designed by RCA Photophone engineers for special equipment developed for theatres up to 500-seating capacities. (Right) Sound head for RCA Photophone special size sound reproducing equipment.

"Buy Now" Campaign Starts

Within the Industry Although Allied States Points to Plan as Being "Hysterical."

The motion picture industry is in the midst of a "Buy Right - Buy Now" campaign which when interpreted means that exhibitors should make contracts immediately but make sure the prices are right.

Exhibitor leaders of opposing organization factions are divided in their opinions regarding the movement. It is natural that the distributing forces should campaign heavily for the idea because it means more business for them. However, the dollars and cents angle is not the entire reason for their enthusiasm as they point out that while some exhibitors are holding out on buying, others are stepping in and getting the better breaks.

Allied States Association looks upon the campaign as being "hysterical" and gives reasons why the "buy now" program should not be taken too seriously at this time. Allied points out that, because of general business conditions, exhibitors are unable to know how much they can pay for product next season. The organization also declares that distributors are not certain what the nature of their product will be and that because of the financial conditions of some, there is no certainty that the product promised will be delivered.

On the other hand other exhibitor leaders look upon the movement as a stimulant to business with the belief that by waiting too long available product will be gobbled up.

In any event, distributors report that sales this year are ahead of the corresponding period last year and that the "buy now" campaign is heading toward success.

Allied Aims

Washington—Allied leaders list the aims of their organizations as follows: Fair copyright laws, elimination of protection beyond prior run, lower service costs on sound equipment, end of block booking, lower trailer costs and better contract conditions.

"Prospective legal action may go far toward solving the protection problem," leaders of Allied declare.

9 FILM BOARDS OF TRADE OUT

As Hays Organization Institutes an Economy Move, Necessary by Outlawing or Arbitration.

New York—Nine Films Boards of Trade will be discontinued after July 1, it was announced by the Hays office last week. Under this arrangement the remaining 23 offices in key cities will take over the territories of those which have been closed. This action has been instituted as an economic movement necessitated primarily because of the outlawing of the arbitration and credit systems.

Boston will handle the territory covered by the New Haven office as well as its own district. Cincinnati will be disbanded with Cleveland handling its work. The Buffalo branch will assume duties of the Albany office. Closing of the Des Moines office will transfer its functions to the Omaha board. Chicago will extend its jurisdiction to cover the closed Indianapolis office. St. Louis will handle the Kansas City activities and Seattle do likewise for Portland. Salt Lake City will take over the Butte territory.

Under the plan each disbanding Film Board will name one of its members to function as laison officer between local exchanges and exhibitors and the board which is taking over its duties. Discontinuance of the nine offices means saving through office, stenographic and secretarial costs.

Ten Thousand Indies

Now Operating, Says Abram F. Myers, Who Declares They Hold Balance of Power.

Washington—Of the 15,000 theatres now open, 10,000 are being operated by independent theatre owners, Abram F. Myers, president of Allied States, declares. Myers looks for many of the houses now dark to open this fall, the theatres having closed because of poor business. Poor product and depression have caused circuits to close more theatres than ever before, the Allied president states.

Myers declares that the independent theatre owners control the balance of buying power in the film business. It is his hope that the independents will marshal this buying power in getting prices adjusted to their particular wants rather than to accept arbitrary allocations by home offices.

The remedy for closed theatres is better product, Myers says, and adds that silent film technique should be applied to talkers.

Sign Alice White

Hollywod—Alice White, after a long absence from the screen, will stage her come-back under the Tiffany banner, reports Phil Goldstone, chief studio executive.

HELP DRAFT BILL

M. P. T. O. A. to Sit in on Copyright Revision

New York—M.P.T.O.A. representatives will sit in on the revision of the copyright bill in the fall before the matter comes up for discussion at the next convening of Congress in December. The object of this move on the part of M.P.T.O.A. is to prevent duplication of copyright levies and overcharges. Those who will work on the situation are M. A. Lightman, M. J. O'Toole, Julian Brylawski and Sidney Lust.

The national organization is definitely opposed to paying a music tax on the ground similar assessments have already been paid by the producers in the making of talkers and that picture houses popularize compositions.

UPHOLDS SUIT

Federal Judge Sustains Court Rulings

New York—Federal Judge Coleman has sustained decisions of a number of U. S. District Courts in issuing an opinion to the effect that distributors may sue for copyright infringements under the Copyright law. His decree was entered in a case in which Tiffany, RKO, Columbia and Warner Bros. sued Dewing & Bishop of Greensboro, Md., for showing unlicensed pictures.

Judge Coleman held that it was immaterial as to whether or not there had been a contract, the plaintiffs having a right to sue under the Copyright law. He awarded them $250 for each of the six violations and in addition a counsel fee of $1,000 and court fees. He also ruled that the plaintiffs were not required to arbitrate before suit.

Quit Gang Films

New York — Winfield Sheehan, Fox vice-president in charge of production ,has announced that production of gangster stories has been discontinued by his organization.

Bureau Appeals Rule on Copyright Law

New York—The Copyright Protection Bureau has appealed the decision of Federal Judge Morton in District Court, Massachusetts, who ruled the copyright law does not apply to motion pictures. The bureau has several decisions in its favor upholding the contention that unlicensed films violate the copyright law.

The decision of Judge Morton in the case brought by Educational and M-G-M against the Bijou Theatre Co., Holyoke, Mass., is the only one on record in any court where a contrary view of the subject has been expressed.

The decision was not made after a trial but upon a premliminary mtion made after the actions were instituted.

Gabriel Hess, attorney for the distributors, declares that Judge Morton based his decision upon the fact that motion pictures were unknown commercially in 1909, when the copyright law was enacted. However, according to Hess, Judge Morton has overlooked the fact that motion pictures were not copyrightable before 1909, but that court decisions previous to that year had sustained their right to copyright, cuting two cases, one in 1903 and one in 1905.

Personalities
with
a
capital
P!

Constance BENNETT
Ann HARDING
Helen TWELVETREES
Ina CLAIRE
Bill BOYD
Eddie QUILLAN
Robert ARMSTRONG

THE OLD FIGHTIN' COCK

ers

PLUS THESE STAR SPANGLED SHORTS!

13 Floyd Gibbons' Supreme Thrills
6 Masquers Comedies
6 Jimmy Gleason Comedies
6 Frank McHugh Comedies
6 Benny Rubin Comedies
6 Traveling Salesman Comedies
6 Manhattan Comedies
6 Mr. Average Man Comedies
6 Gay Girls Comedies
13 Vagabond Adventures
26 Aesop's Fables
26 Grantland Rice Sportlights
13 Pathé Review
104 Pathé News

AND 6 ACTIONFUL FEATURE WESTERNS

For the Kids and Grown-Ups! Starring
TOM KEENE, new western whirlwind!

onalities

Four features from *Constance Bennett,* for glamour. Four from *Ann Harding,* for loveliness and genius. Four from *Helen Twelvetrees,* for bewitching youth and dramatic talent. One from *Ina Claire,* for smartness. Four from *Bill Boyd,* for he-man appeal. Four from *Eddie Quillan,* for charm and girl-magnetism. And *Robert Armstrong* in many of these productions as an added attraction . . .

A line-up of twenty-one RKO Pathé profit features in all!

The Old Fightin' Cock crows to the world about his product. On the radio every Friday night, 10:30 eastern daylight saving time. RKO THEATRE OF THE AIR, NBC hook-up, 44 coast-to-coast stations.

RKO PATHÉ

RKO PATHÉ

National Cuts Prices On Staple Supplies

National Theatre Supply Company announces a substantial reduction in prices on many staple supply items, effective July 1, 1931. The decrease in cost to the consumer ranges from 10 per cent to 33 1-3 per cent, the reductions applying to standard supply items such as are used regularly in all theatres.

It is emphasized by the company officials that the immediate lowering of costs to the consumer is not a temporary slash in prices to remain effective only for a limited period but is in reality a definite move for a downward revision in prices of theatre supplies, brought about by manufacturing and distributing economies which have been effected and in keeping with the company's often expressed policy to lower costs whenever and wherever possible.

When interviewed on the subject, J. I. Roberts, sales manager for the company, had this to say: "Our sales during the past six months have held up remarkably well. In a majority of our branches a marked increase in sales have been shown. Such economies have been effected in both manufacturing and distributing costs that, with a substantial general increase in volume of business, it is now possible for us to pass along to the exhibitors the benefits of permanently lower prices on a number of staple supplies and accessories."

Concurrent with this move for adjustment in consumer cost, the company also announces the completion of distributing arrangements on several new lines of theatre equipment, the demand for which they claim, will materially augment their sales volume and thus tend to make further price revisions probable.

No. 11 Ready

New York—A master print has been received at the Brooklyn Vitaphone studio from the Warner Bros. Coast Studios, of "Beasts of the Wilderness," the eleventh of a series of twelve two-reelers entitled "Adventures in Africa," by Wymant D. Hubbard, noted authority on African wild life and Fellow of the American Geographical Society. Mr. Hubbard and his party spent two years in Northern Rhodesia and Portuguese East Africa filming the scenes incorporated in "Adventures in Africa."

Pulverman Announces New Sound Systems

New York—The Pulverman Corporation, manufacturers of Royal Amplitone sound equipment, has taken over the Safety Projector Co. of Duluth, Minn. The Duluth concern has been making the Zenith portable and professional projectors for the last 16 years and has recently converted its silent projector into a complete sound-on-film equipment. It will be known as the Royal "Z." The manufacturers claim the device is sturdy and dependable. Due to its simplicity and design, the system can be used for stationary or portable use. It is all AC, requires no batteries or generators and is especially adaptable to exceptionally small projection rooms.

The Pulverman company also announces a new model sound-on-film device especially designed for theatres of small seating capacity and known as the "5S." It sells for $1,250 for two Simplex projectors with a ten-day trial money back guarantee.

GROSSES 4 MILLION

"Hell's Angels" Expected to Hit Record

Hollywood—"Hell's Angels" has already grossed more than $4,000,000, according to figures just released by Howard Hughes' auditors.

Officials of United Artists, handling the world-wide distribution of the air spectacle, estimate that "Hell's Angels" will ultimately take in more than $7,000,000, a new world's box-office record.

Dane-Arthur Series

New York—With George K. Arthur, who has teamed with him in pictures before, Karl Dane is scheduled to make several two-reel talking comedies for Paramount at the New York studio. They are to start work on the first vehicle at the beginning of next month.

Spanish Talker

New York—The J. H. Hoffberg Company has acquired the world's distribution rights to the Spanish all-talking feature "Regeneration." This picture, which stars Darita Ceprano, was produced in Hollywood.

New Low Prices....

on Staple Theatre Supplies

	Old Prices	New Prices
National Film Cement, per bottle	$0.20	$0.15
Typewriter Slide Mats, per box	1.50	1.35
Thumb Tacks, per 100, ½"	.20	.15
Thumb Tacks, per 100, ⅝"	.25	.20
National Sound Reels, 15-inch, each	2.85	2.50
Leland Film Cleaners, each	7.50	5.00
Slide Cover Glasses, per dozen	.20	.15
Slide Binding Tape, per package	.15	.10
David's Slide Ink, per bottle	.25	.20
Brass Stock Signs, each	.50	.35

THROUGH ITS country-wide system of well-stocked Branch Stores, National Theatre Supply Company offers the manufacturers of theatre equipment and supplies a large and steady market..... Production is thus stabilized. Manufacturing costs are lowered and price reductions frequently become possible. The Accessories listed in this advertisement are just a few examples of staple products on which prices have been lowered in this way. Economies like these are constantly accruing to the benefit of National's Customers. From every standpoint, National Equipment and National Supplies are the best "buys" available to the theatre owner today.

The Mark of True Economy

NATIONAL THEATRE SUPPLY COMPANY

1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa
56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Africa Speaks — A remarkable picture. Had patrons return to see it again. No big gross but receipts were comforting for this time of the year and this kind of dry weather. —C. Veseth, Palace, Malta, Mont.

FIRST NATIONAL

Right of Way, Conrad Nagel.—Business poor. This is the kind you should pay for and leave on the shelf. Story and direction is very weak. Warm weather.—J. A. Bittles, Granada, Greencastle, Ind.

FOX

Common Clay, Constance Bennett—A subject of delicate nature produced in such a way as to bring words of praise from all patrons.—Carl Veseth, Palace, Malta, Mont.

M-G-M

Madam Satan, Kay Johnson—Now who in blazes thought this thing up? Just a drawn out story of a wife trying to win back her husband by proving she was a hot baby. Not so good for small towns. —C. Veseth, Palace, Malta, Mont.

Reducing, Marie Dressler, Polly Moran—The last scream in comedies. Few patrons said "same old stuff," but the picture was well accepted by majority and drew better than average. — C. Veseth, Palace, Malta, Mont.

PARAMOUNT

Finn and Hattie, Leon Errol, Mitzi Green—Business only fair and picture failed to please. Would not be worth running without Mitzi Green.—J. A. Bittles, Granada, Greencastle, Ind.

Let's Go Native, Jack Oakie—Good average program. No extra biz but pleased the usual Sunday fans. Comedies are more desirable in times like these.—C. Veseth, Palace, Malta, Mont.

STATE RIGHTS

Ten Nights in a Bar-Room, Wm. Farnum—One of the best pictures of the season. Played it without cooling system in operation to capacity business and made the mistake of not playing it a week. Perfect sound, easy to understand, fine melodrama. It has everything. Have re-booked it.—Bart Dattola, Paramount, New Kensington, Pa.

Birth of a Nation—Sadly lacks appeal for kids who failed to appreciate the film. Old folks said it was good. Music only fair. As box office sensation not so good.—C. Veseth, Palace, Malta, Mont.

TIFFANY

The Command Performance, Neil Hamilton—Just another date wasted away. Some Tiffany stuff is very good, but this one off.—C. Veseth, Palace, Malta, Mont.

UNITED ARTISTS

Hell's Angels, All-star—Another air thriller. Picture failed to make house rent. Too many of this type. Best of its class but no gross at box office.—C. Veseth, Palace, Malta, Mont.

WARNER BROS.

The Millionaire, George Arliss—Another Warner production that is a humdinger. Audience comments good. Good clean fun that Ma, Pa and the kids enjoy.—C. Veseth, Palace, Malta, Mont.

Fifty Million Frenchmen, Olsen and Johnson—Pitcure is all-Technicolor. Well liked by the patrons. Some fast cracks but no complaints. Another reason why small towns appreciate talkies. Business good in hot and dry weather.—C. Veseth, Palace, Malta, Mont.

Going Wild, Joe E. Brown — Laughs and thrills from start to finish. Average draw but it satisfied. Come, Warners, give the small towns a break.—C. Veseth, Palace, Malta, Mont.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ____________________ **Producer** ____________________

Business and Comment: ______________________________

____

____________________ **Weather:** ____________________

Title ______________________________

Star ____________________ **Producer** ____________________

Business and Comment: ______________________________

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

Radio Tie-up For "Trader Horn"

L. C. WORLEY manager of the Palace Theatre, Peoria, Ill., included a radio tie-up in the extensive campaign he used to exploit his showing of "Trader Horn."

Worley arranged with radio station WMBD for a "Trader Horn" Mystery Number broadcast which ran for five days. Each day for five minutes both in the morning and evening, a number of musical selections were played. Contestants were requested to write in and identify the mystery numbers played by the orchestra, and winners were presented with either a photograph of Edwina Booth, heroine of "Trader Horn," or a ticket to the picture.

Another novel stunt was arranged with the Journal which placed the names of ten readers among the classified ads each day for three days. Each person whose name appeared in the ads received a ticket to see "Trader Horn" as a guest of the paper.

Co-operative Ad on Lombard Film

MANAGER M. S. Phillips of the Publix-Alhambra, Charlotte, N. C., worked one of the local newspapers for a co-operative ad that helped in publicizing "It Pays to Advertise." The ad was 2 columns by 15 inches with this caption, "Help Wanted—Male!" A picture of Carol Lombard appeared and alongside of the picture in a box, "It Pays to Advertise in the Charlotte Observer Want Ad Section if you desire the Right Man for that opening, says Carol Lombard, blonde charmer of 'It Pays to Advertise'—A romance of modern go-getters at the Alhambra."

Special Press Book

New York—RKO-Pathe is issuing special press books on each of the six Masquers' Comedies being released by arrangement with the Masquers' Club of Hollywood. The first book, devoted to "Stout Hearts and Willing Hands," initial release of the series, is just off the press. A complete line-up of feature stories, notices, sales angles, one and two column ad and star cuts is offered. Each Masquers' Comedy will have a special one-sheet; while a stock- three-sheet will promote the series.

AD - it - orial

Utilizing Your Circulation

By William Jacobs

THE large national advertisers who spend hundreds of thousands annually, aided by statistics and thoroughly experienced knowledge choose publications and mediums that sell their products at a minimum cost. Be it motor cars, breakfast goods, clothing, home furnishings or mechanical equipment, they place their written sales appeal before the particular type of audience each publication "plays" to.

They would not attempt to sell the farmer through the pages of the "American Mercury," appeal to the housewife through the "Field and Stream" or the "Outdoor Life" magazines, reach the busy executive by placing equipment sales copy in the "Cosmopolitan," "The Red Book" or the "Ladies Home Journal."

Every good sales-producing publication has its own selected type of buying audience.

The newspaper is generally accepted as the theatre's important seat filling medium.

When the theatre is successful in filling its own seats it has at little expense its own hundred per cent definitely proven mediums.

It is above all the screen. Its audience attention is not competitive as in publications where readers are compelled to wade through page after page of various appeals; where color, trick layouts and daring copy call for attention.

The screen eliminates this competitive situation of selling. It commands and focuses the attention of the minds of its audience without any possibility of detraction.

Attendance of various theatres during our experience has indicated that this vital medium is not given the consideration its selling importance demands.

Most screens are cluttered with meaningless, overused superlatives. They are crowded with a too great a number of announcements that is impossible for most minds to digest and remember.

The coming picture title or trailer in most cases we have observed is badly placed. The real value is lost when they are spotted at the opening of the program when the audience is unesttled or at the close when most of them are leaving or moving to more desirable seats. We believe it is good taste to cut in the title or trailer of the next feature attraction into the newsreel. The patron is interested in what the next opening day's feature attraction offers. We consider this as much news as the pictured world events themselves. Another policy or goodwill announcement should be sandwiched in between comedy or feature or end of news and comedy. And when you have an exceptional list of outstanding bookings, it is good business, we believe, to run the list. However, to do this day in and day out is useless.

Inasmuch as the screen is primarily offering entertainment, judgment must be used not to load the program with more than two announcements, although there are three or more screen units.

Your theatre has important auxiliary mediums, such as the entrance lobby, the inside foyer, mezzanine lounge, ladies' and gentlemen's rest rooms and the stage opening. These offer occasional opportunities for shadow boxes, still displays, and novelty banners selling forthcoming attractions. Sell only coming attractions on displays placed where patron passes after ticket is purchased.

Utilize with thoughtful consideration and novel creative sense this selected and definitely sold audience circulation.

SCHOOL TIE-UPS

"Trader Horn" Gets Good Co-operation

A NUMBER of interesting school tie-ups were included by Russell F. Brown, manager of the McDonald Theatre, Eugene, Ore., in the extensive exploitation campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production "Trader Horn."

A preview was held for teachers who were advised that "Trader Horn" had receivd the endoresments of parent-teachers associations throughout the country as being particularly appropriate for exhibition to children. The superintendent of schools permitted these children to make classroom announcements regarding the picture. A special bulletin stressing the significant highlights of "Trader Horn," playdates and price schedule was distributed to the entire family and bulletin board posters were also displayed at all schools.

By way of further elaboration on the school tie-up the Woodrow Wilson Junior High orchestra of forty-two appeared on the stage of the McDonald Theatre, the opening day of the picture and at night the Eugene High School band gave a musical demonstration in front of the theatre.

Additional school co-operation was obtained at the University of Oregon which attached a twenty-four foot banner to the stadium during the series between Oregon and Washington State University, with copy reading: " 'Trader Horn'—McDonald—Now."

Patrons Define a Virtuous Husband

MANAGER George Hoffman of the Publix-Modjeska, Augusta, Ga., effected a tie-up with the local newspaper whereby a contest was held on "Virtuous Husband." The contest centered on "Define a Virtuous Husband and win theatre tickets." The article read, "Here is the chance for married women to tell the world what they have found out are the ten best virtues a husband can have and for the unmarried to give some idea to prospective husbands what he ought to be like in order to please them."

THIS WEEK *in* HOLLYWOOD

By JOE BLAIR
Studio Representative,
Associated Publications, Inc

IN the face of hard times for exhibitors, Hollywood producers have in force a ruling which is doing much damage for the box-office.

Since the business started, newspaper and magazine publicity has been considered the backbone of the industry. Writers have been wined and dined; their friendship strived for and cultivated. Recently a majority of the studios decided they could get along without the editors and consequently barred the press from the freedom of their lots.

Within the short few weeks this rule has been in force practically every prominent writer on the Pacific Coast has taken a dig at the industry. From now on, they say, the dirt will be dished. The studios have made the press feel they are unwelcome and the writers are disseminating the news accordingly.

The already gullible public will believe much worse of the business and pictures in general will degenerate in public opinion until the exhibitors demand a new deal in the management of the studios.

* * *

Samuel Freedman, Universal supervisor, is preparing the script for the basketball series of pictures to be made by the University of Wisconsin squad at Universal. He is also scheduled to supervise several forthcoming sport featurettes to be made by Universal.

* * *

Howard Hughes has financed Charles Rocheville, aviator, and Glenn R. Kershner, cameraman, to accompany the MacMillan expedition to the Arctic. The pictures will be photographed in multi-color and given world-wide release when the expedition returns next winter.

* * *

Stan Laurel and Oliver Hardy will complete "One Good Turn" this week at the Hal Roach studio. The picture, made under the direction of James Horne, is said to be another winner.

* * *

Roy Del Ruth, ace director, is vacationing this year in Alaska. He is taking a cameraman along with intentions of filming scenes en route, with the object of releasing a feature travelogue. Del Ruth recently completed direction of "Safe in Hell" for Warner-First National release.

* * *

Mickey Mouse Clubs are going over so good throughout the country, Walt Disney, the creator, advises exhibitors to write him in care of his studio here in Hollywood relative to information in putting over one of these stunts.

* * *

FRANK LLOYD, medal winning director, has started production on "The Age for Love" for Howard Hughes' United Artists release. Billie Dove is the star and Lois Wilson, Mary Duncan, Everett Edward Horton and Charles Starrett are in support. The picture is being made under the supervision of E. B. Derr and Charles E. Sullivan.

* * *

David Manners is dated up for three months in advance. He begins work this week as the juvenile lead of Lionel Barrymore's "The Yellow Ticket" at Fox; in August he is scheduled to essay a similar role in Sam Goldwyn's picturization of "The Greeks Had a Word For It"; and in September, production will begin at First National on "The Lady From New Orleans," in which he is to play a featured part.

* * *

Norman McLeod, director of the Four Marx Brothers in Paramount's "Monkey Business," will direct the western comedy-drama, "The Round-Up." McLeod's ability at comedy construction began ten years ago when he created the skeleton drawings for titles of Christie comedies. During the ten years he drew them, he also worked as a scenarist, titlist and director. He has co-directed "Finn and Hattie" and "Along Came Youth" and collaborated on the screen play of "Skippy" for Paramount.

* * *

"Skip the Maloo" is the title of the latest Charley Chase comedy made for M-G-M release. The picture looks like a dandy and was made under the direction of James Parrott, whom I consider the greatest feature length comedy directorial "find" around the studios.

* * *

Warner Baxter is to play another "Cisco Kid" characterization. Fox has decided on a new story, "The Silver City," and Irving Cummings, who directed the original "Cisco Kid" of "In Old Arizona" fame, will wield the megaphone. Fox executives almost booted this colorful Mexican character out of popularity with poor stories and directors' misunderstanding of Baxter's characterization. Just why Director Cummings was not permitted to make another Cisco Kid story after the success of "In Old Arizona" is only solved by a thorough knowledge of studio politics.

* * *

WM. SEITER was this week assigned to the direction of Radio Pictures' "Other People's Business," which is to star the nationally known radio entertainer, Phillips Lord, who broadcasts under the name of Seth Parker. Director Seiter turned out a success in "Full of Notions," the latest Wheeler-Woolsey Radio picture.

* * *

John Cromwell, one of the first stage directors to join the screen, is scheduled to direct Gary Cooper in "The Broken Wing" as soon as this elongated star returns from a vacation abroad.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ______________
Star ______________
Producer ______________
Comments ______________
____
____
____
____
____

Title ______________
Star ______________
Producer ______________
Comments ______________
____
____
____
____

Title ______________
Star ______________
Producer ______________
Comments ______________
____
____
____
____

Exhibitor's Name ______________
House Name ______________
Town ______________
State ______________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

WILL SELL for balance due on mortgage, $462.50 cash, two guaranteed new Strong Junior low intensity reflector arc lamps and two guaranteed new Garver 30 ampere rectifiers. Stebbins Theatre Equipment Company, 1804 Wyondotte St., Kansas City, Mo. c6-30

TWO COMPLETE Holmes portable equipment and projectors, practically new. Write or wire for appointment. Easterly Theatre, 2768 Lincoln Ave., Chicago, Ill. 6-30

TWO NEW Arctic Nu-Air fans, no motors, $250 each. Silverman Bros., Strand Theatre Bldg., Attoona, Pa. 7-21

35 PICTURE MACHINE motors—⅛ and 1/6—good shape—$6.00. Stebbins Theatre Equipment Co., 1804 Wyandotte, Kansas City, Mo. c6-23 (2)

$500 MACHINE for $35. Build that stereoptican effect machine from our parts and save the difference, like de luxe theatres. Other theatre equipment at astoundingly reduced prices. Send for lists. The Clearing House, 1243 South Main, Independence, Mo. 7-14

THEATRES FOR SALE

FOR SALE—Lyric Theatre, Erwin, Tenn.; best location; one competitor; 350 seats; population 5,000; disc Amplitone equipment; only $3,500 cash. F. E. Perryman, Elizabethton, Tenn. 7-7

POSITIONS WANTED

YOUNG MAN desires steady work as projectionist; seven years' experience; two years with sound; non-union but willing to join if necessary. Married, sober, reliable, willing worker; locate anywhere. B-374, Associated Publications. 6-30

EQUIPMENT WANTED

WANTED—Two used Simplex heads for emergency use; must be cheap for cash. Hall Industries Theatres, Beeville, Texas. 7-7

WANTED — Used Universal sound equipment for Powers projectors; must be in A-1 condition. Lyric Theatre, Cheyenne, Okla. 6-30

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WANTED—Theatre or partnership; can also manage or operate. Write H. Swatek, 401 Gelbert Ave., Peoria, Ill. 6-23

WANTED TO LEASE—Talkie theatre; willing to spend money for improvements if possibilities warrant. Give full details—no lemons considered. Address Harry Weiss, 420 Tenth St., Logansport, Ind. 6-30

WANTED—Theatres in towns 4,500 up; also machines, padded seats, screens. Inquire Gerald Mans, 1057 West Market Street, Lima, Ohio. 6-30

POSITIONS WANTED

OPERATOR - Manager - Technician—10 years' diversified experience; operate, install any sound equipment or theatre; good references; dependable. B-377, Associated Publications. 6-30

PROJECTIONIST wishes steady position. Ray Petersen, 1317 Market St., Galveston, Texas. 7-21

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

Here is your Handy "Ad Order" Blank

Associated Publications, Inc
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad ____ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____
____
____
____

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and
the sound trailer
two distinct styles
National screen service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

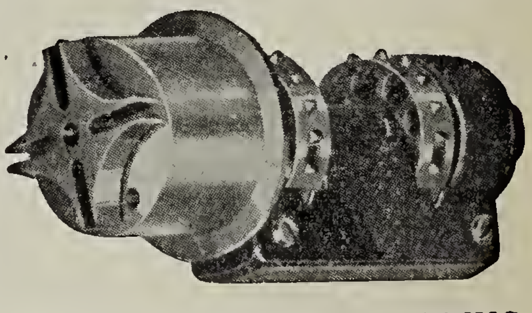
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

I Take This Woman

Paramount—70 Minutes

Cast: Carole Lombard, Gary Cooper, Charles Trowbridge, Helen Ware, Lester Vail, Clara Blandick, Gerald Fielding, Albert Hart, Guy Oliver, Syd Saylor, Mildred Van Dorn, Leslie Palmer, Ara Haswell, Frank Darien, David Landau. Directed by Vorkapich-Gering.

Here is adverting piece of entertainment, western in locale and somewhat sophisticated in theme. The title does not suggest western atmosphere but the story takes place in Wyoming in general cowboyish surroundings. Carole Lombard makes an excellent femnine lead and Gary Cooper has a role that fits him.

Carole is a flippant eastern society bud whose father is disgusted with her and sends her to a wyoming ranch. There she meets Gary who doesn't fall for her as she expects he should, so she decides to start a campaign to make him fall in love with her. Her campaign is a success but in the development of her plan she falls in love with him and marries him. Then comes the hard life on the ranch, her several decisions to leave but her ultimate decision to remain after starting to go once.

The supporting rast is good, the interest is sustaining and the pirture makes for very satisfactory entertainment.—B. S.

SELLING SEATS: The title doesn't suggest western atmosphere so it is up to you to impress your fans with that angle if they life outdoor stuff. It is a semi-society and semi-western picture and exploitation should be aimed at that idea. Carole Lombard also can be billed as Mrs. Wiliam Powell.

Everything's Rosie

Radio—72 Minutes

Cast: Robert Woolsey, Anita Louise, John Darrow, Florence Roberts, Frank Beal, Alfred P. Jomes, Lita Chevret, Cliff Dempsey. Directed by Clyde Bruckman.

A nonsensical piece of celluloid merchandise that packs a number of laughs and gets over as an average comedy. Woolsey is very funny, despite the absence of his side-kick, Bert Wheeler, and Anita Louise is very acceptable as his leading lady.

This comedy is built around Woolsey as a medicine show spealer and fortune teller, who, with Anita, play small towns. In one small town Anita and John Darrow, who is the wealthy young man about town, fall in love. Woolsey decides to stay and become an auctioneer. But he has his troubles, being accused of various crimes and finally is implicated in a burglary. He escapes and Anita goes with him, but when the real criminals are captured and confess, Anita goes back to John for the happy ending.

Woolsey's talent for talking fast and furiously is brought out to good advantage in this picture and he should make your patrons laugh. It is hokum but okay.—Steen.

SELLING SEATS: Fortune telling booth in lobby or medicine show atmosphere should attract attention. Play up Woolsey as the costar in other successful laugh-makers. A shell game in the lobby might work.

Sweepstakes

RKO-Pathe—75 Minutes

Cast: Eddie Quillan, James Gleason, Marion Nixon, Lew Cody, Paul Hurst, Fred Burton, King Baggott, Billy Sullivan, Lillian Leighton, Tom Jackson. Directed by Al Rogell.

Although Eddie Qiullan gets the feature billing, Jimmie Gleason almost steals the show. However, Quillan does very comendable work and the supporting cast was well selected, each of which gives a good performance.

Gleason as the horse trainer who sees the possibilities of Quillan as a jockey is excellent. The comedy sequences are especially good and the picture should please a large majority of those who see it. The story concerns Quillan being banned from organized racing. At Tia Juana Gleason and a group of his friends buy Quillan's horse and Gleason starts training jockey and horse for the big race, which, of course is won by the hero and all ends well.—S. F. D.

SELLING SEATS: Feature the comedy angles and play up Gleason. Give the lobby a turf atmosphere and use the race horse theme in your advertising.

Arizona

Columbia—68 Minutes

Cast: John Wayne, Laura La Plante, Forrest Stanley, June Clyde; Nena Quartaro, Loretta Sayers, Susan Fleming. Directed by George B. Seitz.

Screen adaptation of the classic American stage play by Augustus Thomas. Judging from the title the average fan might be led to believe that the picture is a special western on the order of "In Old Arizona," but all that is shown of Arizona is a few mountain scenes of a West Point encampment.

At the opening of the picture there is a thrilling football game between the army and the navy. Finally the army wins after some spectacular playing. Then the rest of the story is taken up with romantic interest. After the football game there is little action, but the audience easily will forget this as they will become thoroughly engrossed in the plot wherein the hero becomes entangled in a complicating situation and is ordered to turn in his resignation from the army because of an alleged affair with the wife of the post commander. John Wayne and June Clyde are deeping love with each other and become secretly married because June's sister Laura La Plante) forbids her from seeing him as she misjudges his character. Laura, who had been John's sweetheart for two years, is the wife of the post commander, having married him to spite John who refused to marry her himself.

The picture is well acted and directed. John Wayne makes a handsome hero and June Clyde as the girl he marries is very charming little blonde full of pep and modern ideas. Laura La Plante portrays an emotional role and fits the part of the post commander's wife well. Forrest Stanley is good as the post commander. The picture is good entertainment, although with a triangle plot but is the type that should please the downtown theatregoers.—Jesse.

SELLING SEATS: This picture is advertised by Columbia as an extended run giant. Play it up in a big way, but don't overdo the action angle as the public might expect too much. Advertise John Wayne, the star of "Big Trail," as a handsome West Point lieutenant with two beautiful blondes in one picture. Don't overlook tie-ups with the army recruiting stations and railroad companies which offer special excursions to Arizona.

In Old Cheyenne

Sono Art—60 Minutes

Cast: Rex Lease, Dorothy Gulliver, Jay Hunt, Harry Wood, Harry Todd. Directed by Stuart Paton.

A typical western of the type that will please the kids and containing enough romance to get the okay of the grown-ups. Rex Lease is the star and is ably supported by Dorothy Gulliver.

The story deals with the mysterious disappearance of horses from a ranch and the efforts of Rex to solve the puzzle. Lease accomplishes his air and reveals foreman as the man behind the disappearance of the horses. However, a somewhat new angle is brought into the picture by making a horse the actual culprit in the plot. This white animal has been trained to lead the other horses from the ranch to a secret place in the mountains, without the assistance of a human.

There is some good action in this "Thrill-O-Drama" and the picture should please generally.—S. F. D.

SELLING SEATS: Play up the mystery angle and the white horse. Usual western billing should put it over.

A College Racket

Educational—19 Minutes

Nice little short for the hot summer days. Gl[illegible] Tryon as the college leader gets into trouble with the dean when the latter tries to close the Pirates' Den Club. Betty Lorraine and Vernon Dent are also in the cast. The musical numbers spotted throughout are good.—J. S.

Lemon Meringue

RKO-Pathe—20 Minutes

Fair comedy offering starring Edgar Kennedy who goes into the restaurant business with his talkative wife (played by Florence Lake) and his mother-in-law and brother-in-law (Dot Farley and William Eugene respectively). Most of the comedy is slapstick with too much pie-throwing taking place.—J. S.

Purely an Accident

Vitaphone—10 Minutes

An entertaining short which is a little different from others of the same type. It is a prize fight comedy taken from a story by Sam Hellman. A lot of comical situations take place in the ring, but better casting might have enhanced the reel.—H. S.

The Bandmaster

Universal—10 Minutes

Oswald, the Lucky Rabbit, in an amusing cartoon skit. It shows Oswald as a band leader who puts his musicians through various contortions.

THE LAST WORD

A SERVICE THAT BUILDS PROFITS

SEVERAL years ago Paramount, Universal, Goldwyn and FBO (now Radio) all had exploitation men working out of their branch offices, aiding exhibitors in putting over their pictures. In those days percentage bookings were the exception and not the rule, so this service on the part of the producers was real co-operation. These field men not only aided the first run houses, which as a rule had their own advertising men, but also gave a great deal of help to small town theatres that needed it. This service was a great boost to box office receipts in many places where they would have been low without such aid. The men stationed at branch headquarters kept regular contact with newspapers in their territory, supplying them with current news material that tied in directly with current picture showings; they could not be on the ground for every showing of their company's pictures but they supplied exhibitors with campaigns that had been successful and paved the way so that their execution of the campaigns was a comparatively simple task.

Today, with percentage bookings the rule rather than the exception, and with producers sharing in the box office receipts, there exists less real co-operation in the exploitation of pictures than when such co-operation was merely a service that brought the producer little remuneration except good will. Yes, some of the companies maintain a skeleton exploitation force, but its efforts in exhibitor aid are directed largely to the first run houses that need little of such assistance.

Thousands of dollars are spent annually by producers whose publicity departments grind out publicity material, photographs, feature stories and other such things that are sent to newspapers over the country, but which mostly hit the waste basket and not the news columns. This is not to say that the material turned out is not good; on the contrary, but it lacks the personal contact necessary to place it and get it published to accomplish the most good. Exploitation men in the branch offices can place such material when it is most timely and when it will directly aid the theatres in their territory.

True, an exploitation force of 30 men is no small item of cost to maintain, but the results accomplished will return this cost many times to the producers as well as increase grosses and profits for exhibitors. Good exploitation, continuously maintained, is a crying need of this industry and that need will never diminish.

Ben Shlyen

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

Increase Attendance

Wins Kids on Sight!

Full Description of $3 Retail Value 3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

With the Tried and Proven

Scooter-Nite

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for on of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 2-3 Cents Per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The

Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________ 3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) ________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ________________________ by ____________________ Mgr.

Town ______________________________ State ______________

If member of chain of theatres give name and address of main office below:

____

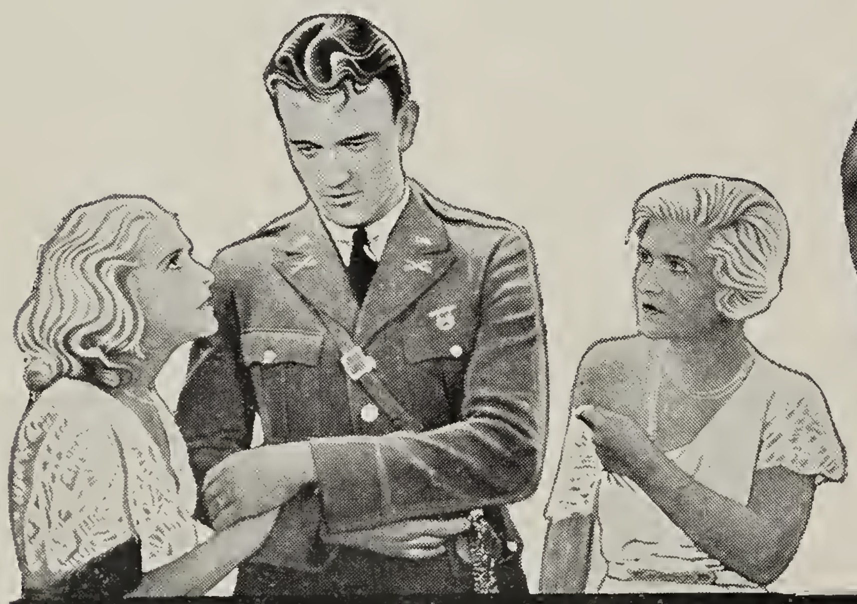
Attention, Mr. ____________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

SMASH! into your Box Office!

A great play— now a greater picture!

AUGUSTUS THOMAS' FAMOUS DRAMA OF MODERN ARMY LIFE AND BEAUTIFUL WOMEN! . . . . .



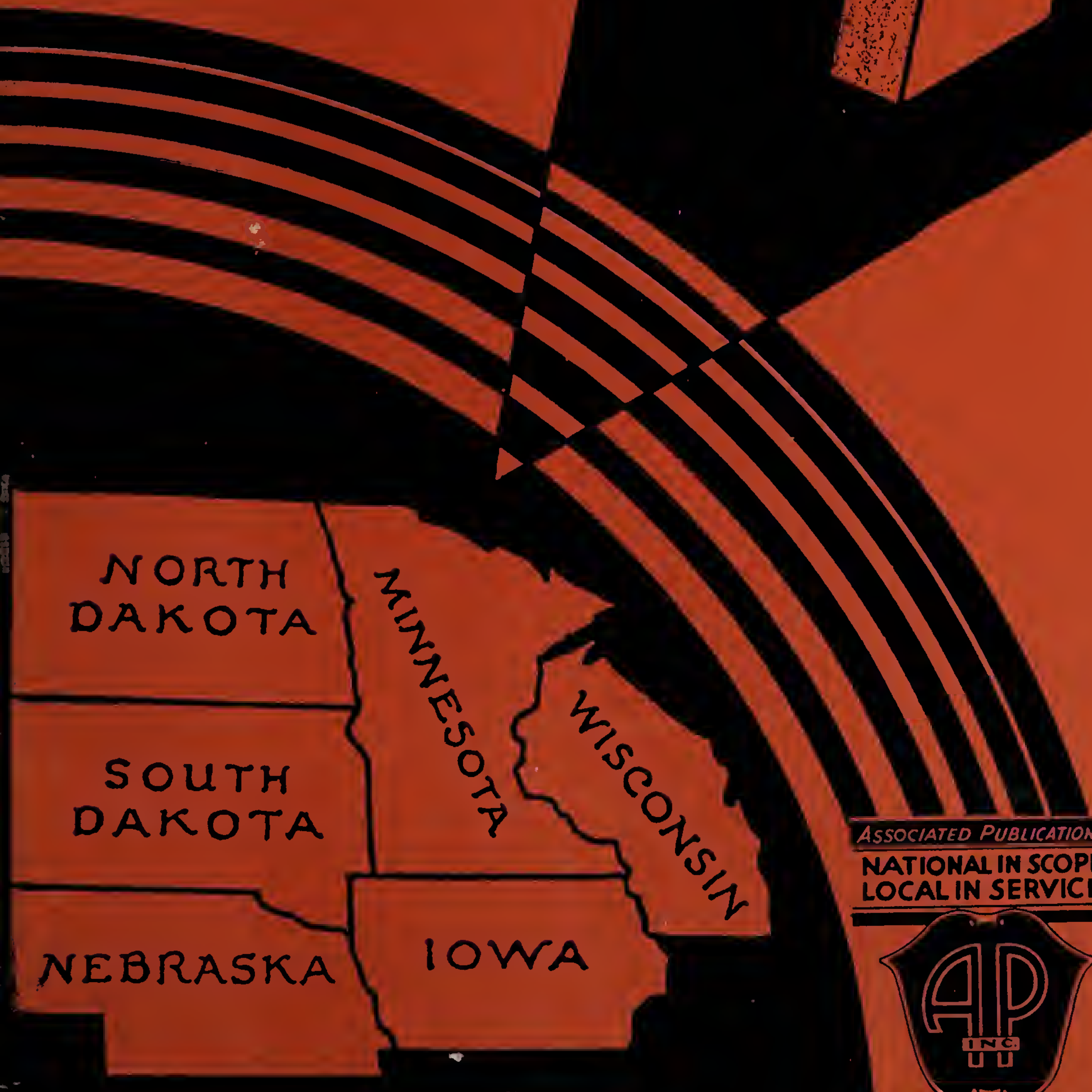
ARIZONA

WITH A CAST OF OUTSTANDING SCREEN PERSONALITIES, INCLUDING LAURA LA PLANTE, JOHN WAYNE, JUNE CLYDE, FORREST STANLEY, NENA QUARTARO, AND OTHERS. DIRECTED BY GEORGE B. SEITZ.

COLUMBIA HAS THE BIG HITS!

JULY 7, 1931
VOLUME XII NUMBER 7

MOVIE AGE


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

PUBLIX TO USE MORE NEWSPAPER ADVERTISING

NO MORE PRICE CUTTING IN TERRITORY, SURVEY SHOWS

"DADDY LONG LEGS" GIVES MINNESOTA NEAR RECORD GROSS

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

Your Competitor Watches Your Equipment, Too - - -

IN the keen competition between theatres today the matter of theatre equipment plays almost as important a part as does the attraction on the screen itself. Every exhibitor knows that competition between theatres includes competition in furnishings and mechanical equipment as well as competition in pictures. The selection of the latest and best equipment for your theatre is the soundest business insurance you can buy—good attractions, without provision for the comfort, even the luxury of your patrons, are handicapped in what they can gross at your box office.

Good attractions without good equipment is a combination seldom found together, for no exhibitor competent in his selection of attractions is apt to be careless in his choice of equipment, or fails to provide for his theatre the facilities, from projection booth to screen, that increase his patrons' enjoyment.

YOUR competitor watches the equipment situation all the more closely if he is an able showman. He knows the shortcomings of his house and, nearly as well, the shortcomings of equipment in your theatre. He realizes that his theatre is in competition with yours, not only in attractions presented, but in appearance, furnishings and mechanical equipment.

Studying your competitive situation can you see improvements needed right now to give your house new advantages over your competitor's? Why not sit down now and list the LITTLE things you could do to improve your house? Of course there may be several things requiring a considerable investment that you would like to do, but you will probably be surprised to find how many little things should be and can be done—that will mean decided help to your box office, and increased competition for your "friendly enemy." The ablest showman is always first in improving his house, he doesn't wait for his competitor to show the way. Your Affiliated Theatre Supply Dealer, watching the theatre situation closely, can be of real help to you with suggestions.

The Sign of Service AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS *The Mark of Value*

A Nation Wide Organization of Independently Owned Stores

Birmingham, Ala.: Queen Feature Service, Inc., 1912½ Morris Ave.

Boston, Mass.: Independent Theatre Supply Co., 47 Church St.; Capitol Theatre Supply Co., 28 Piedmont St.

Burlington, Vt.: Boardman Theatre Supply House, 189 South Winooski Ave.

Chicago, Ill.: Guercio & Barthel, 1018 S. Wabash Ave.; Movie Supply Co., 844 S. Wabash Ave.

Cincinnati, Ohio: Cincinnati Motion Picture Co., Runey Bldg., Vine at 15th.

Cleveland, Ohio: Oliver Moving Picture Supply Co., 2209 Payne.

Clovis, N. M.: Eastern New Mexico Theatre Supply Co., Box 548.

Denver, Colo.: Graham Bros., 546 Lincoln St.

Des Moines, Iowa: Des Moines Theatre Supply Co., 922 West Grand Ave.

Detroit, Mich.: McArthur Theatre Supply Co., 2312 Cass Ave.

Fargo, N. D.: McCarthy Theatre Supply Co.

Greenville, S. C.: Imperial Film Service, Inc., 10 N. Main St.

Houston, Texas: Southern Film Service, Inc., 1616 Travis St.

Kansas City, Mo.: Stebbins Theatre Equipment Co., 1804 Wyandotte St.

Los Angeles, Cal.: Breck Photoplay Supply Co., 2028 So. Vermont Ave.; B. F. Shearer Co., 1640 West Washton Blvd.; J. Slipper & Co., 922 S. Olive St.

Memphis, Tenn.: Monarch Theatre Supply Co., 154 East Calhoun Ave.

Milwaukee, Wis.: Ray Smith Company, 147 7th St.

New York, N. Y.: Amusement Supply Co., 630 9th Avenue.

Omaha, Nebr.: Quality Theatre Supply Co., 1518 Davenport St.; U. S. Theatre Supply Co., 1504 Davenport St.

Portland, Ore.; B. F. Shearer Company, 148 N. 10th St.

St. Louis, Mo.: Erker Bros., 608 Olive St.

Salt Lake City, Utah: Service Theatre Supply Co., Inc., 133 E. 2nd South St.

San Francisco, Cal.: B. F. Shearer Co., Western Theatre Equipment Co., 146 Leavenworth St.; Walter G. Preddey, 187 Golden Gate Ave.

Seattle, Wash.: B. F. Shearer Company, 2318 2nd Avenue.

Sioux Falls, S. D.: American Theatre Supply Co., 320 South Phillips Ave.

Spokane, Wash.: Spokane Theatre Supply Co., 724 1st Ave.

Tampa, Fla.: Amusement Supply Co., 711 Twiggs St.

Washington, D. C.: Ben Lust Theatre Supplies, 908 Second St., N. W.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.

945 Andrus Bldg.
Phone—MA. 6957

MINNEAPOLIS, MINN.

Increased Advertising

Is Plan of Publix to Battle Depression; to Double Newspaper Advertising.

Manifesting a high degree of confidence in the business outlook and screen product, Publix in the Twin Cities is embarking upon a huge newspaper advertising campaign for its theatres.

Hopeful that large expenditures for exploitation and publicity again will be warranted, the Minneapolis Publix divisonal offices began opening up July 4 with large newspaper display spreads once more.

Advertising retrenchment, inaugurated May 15 as part of a general economy campaign, goes by the boards permanently. Officials see sufficient indication of trade improvement and recovery to warrant the present procedure, they declare.

For six weeks from May 15 to July 4 newspaper advertising, in common with all other expenses, were kept cut down to the bone. But now a different day is dawning.

Contracts were entered into with Minneapolis and St. Paul newspapers two weeks ago, providing for the use by Publix of double the recent display advertising space in Minneapolis and an increase of 25 per cent in St. Paul.

Display ads for Minneapolis theatres now run 3x20 and 4x14 ins. This is in striking contrast with the extremely small ads used during the past six weeks.

Publix officials are enthusiastic over the pictures scheduled for release in the Twin City houses during the ensuing months. Even granting that the depression will not start to lift—and the feeling is that it already has seen its worst and betterment has begun to set in—they declare that the screen offerings, properly advertised could not fail to hit on all ix at the box-office.

These pictures justify a heavy

(Continued on page 5)

No More Price Cutting in N. W.

Except in Islolated Spots, According to a Survey Made by Movie Age.

As a result of the improved outlook and the manner in which business has been holding up through the depression and the record breaking heat there will be no further theatre admission price cuts in the territory, excepting in a few isolated exceptional instances, a Movie Age survey reveals.

There were a number of price cuts several months ago, including those of several Publix loop houses in Minneapolis and St. Paul. At that time, it was anticipated that a still further scaling down of admission fees might be necessary in mid-summer.

Business generally throughout the territory, however, has been holding up much better than expected and the outlook for late summer and the early summer now is considered quite good. In consequence, there have been no more

(Continued on page 5)

Big Attendance

For "Daddy Long Legs" At Minnesota; Gross Best Had by this House in Years.

With blistering heat in evidence throughout a part of the run, "Daddy Long Legs" had the distinction of giving the Minnesota Theatre one of the biggest weeks it has enjoyed in several years, excepting in instances where it presented some outstanding big name stage attraction along with its screen entertainment.

The Janet Gaynor picture played to an estimated gross of $34,000, which is several thousand dollars more than another Fox picture, "A Connecticut Yankee, did at the same house several months ago.

Afternoon attendance for "Daddy Long Legs" was so heavy that it was necessary on Tuesday

(Continued on page 5)

CUTTING CHANGES

Dakota Theatres Hit by Crop Situation

With record heat playing havoc with business, many North and South Dakota theatres have been cutting down their weekly changes, Minneapolis exchanges report. This serves to reduce their operating costs.

In parts of North Dakota there are fears of crop failure and the situation is unfavorable. Many houses in this territory which changed pictures three times a week have cut down their changes to two. Others have cut from two to one.

Houses lacking cooling systems were particularly hard hit by the heat wave.

Mangers Change

Sheboygan, Wis. — Frank Dau, formerly manager of Warner's Sheboygan Theatre here, has been named manager of the circuit's Appleton house. He is succeeded here by Fred Rooths. Jr., who will manage both the Majestic and Sheboygan Theatres here.

Oppose Readers

Milwaukee, Wis.—Opposition to the use of free readers for film advertisers in news columns of papers was voiced by members of the Wisconsin Daily 'Newspaper League which met here June 22. The league also went on record as being opposed to films carrying advertising.

Return of Confidence

By M. E. CUFFEL, Editor

THE return of confidence in evidence since the president's war reparations' announcement is making itself felt in Twin City theatrical circles. Discarding a newspaper advertisement retrenchment policy in vogue for the past six weeks as part of a general economy campaign dictated by the depression, the Publix Northwest theatres once more are buying newspaper display space on the former big scale to sell their attractions to the public, and will continue to do so.

In loosening the purse strings again, Publix lets the world know not only that it believes the business will be available for those who go after it properly, that the

(Continued on page 5)

"Transgression" is Best Drawing Card of Week

Minneapolis (week ending July 3)—"Transgression" at the RKO Orpheum was one of the best drawing cards of the week. The terrrific heat affected the patronage all around and business was quite below par. "The Vice Squad," at the Minnesota, failed to catch on strongly and the big ace Publix house had a poor week, but after its record-breaking business with "Daddy Long Legs" the seven days before, it could stand the slump. "Just a Gigolo" was liked better than any of the recent William Haines' pictures, but Haines no longer is much of a card here and trade was far from exciting at the State.

Aster—**Six Cylinder Love** (Fox), Spencer Tracy. **Business:** Light. **Summary:** A light but pleasing little comedy about the troubles of a young married couple who try to run an automobile when they can't afford it. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Screen Vaudeville.

Lyric — **Ladies' Man** (Para.), William Powell. **Business:** Light. **Summary:** A sordid melodrama with Powell in the unsympathetic role of a modern Don Juan who is content to trade his attentions and affections for coin of the realm until the right girl comes along. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Screen Vaudeville.

Minnesota — **The Vice Squad** (Paramount), Paul Lukas. **Business:** Poor. **Summary:** rather sordid drama of a stool pigeon who makes amends for some of his errors by an act of sacrifice at the critical moment. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage Show; Sound News.

RKO Orpheum — **Transgression** (RKO), Kay Francis and Ricardo Cortez. **Business:** Good. **Summary:** Miss Francis appears to good advantage as a woman who defies the conventions in a moderately engrossing drama. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage Show; Sound News; Comedy.

State—**Just a Gigolo** (M-G-M), William Haines. **Business:** Fair. **Summary:** A daring but diverting comedy in which Haines does a good piece of work as a young man whose ideas regarding women have to be altered considerably. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News; Screen Vaudeville.

MILWAUKEE

(Week Ending June 26)

Riverside — **Lover, Come Back** (Columbia), Constance Cummings, Betty Bronson and Jack Mulhall. **Business:** Fair. **Summary:** A story concerning a man of affairs with Mulhall the man. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand—**Women of All Nations** (Fox), Victor McLaglen, Edmund Lowe and Greta Nissen. **Business:** Good. **Summary:** A picture which will appeal to the male contingent, although not so heartily to the females. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Fox Movietone News.

Garden — **The Jazz Cinderella** (Chesterfield Production), Myrna Loy and Jason Robards. **Business:** Poor (pulled after four days). **Summary:** A story concerning the young society man who falls in love with a model. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Warner — **Smart Money** (Warner Bros.), Edward G. Robinson and Evalyn Knapp. **Business:** Fair. **Summary:** A gambling picture in which Edward G. Robinson handles his role in an excellent manner. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Universal Newsreel.

Palace — **Three Who Loved** (Radio), Betty Compson and Conrad Nagel. **Business:** Fair. **Summary:** A picture of average entertainment which will not bear too much scrutiny at its construction or logic. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; RKO Newsreel.

Wisconsin — **Always Goodbye** (Fox), Elissa Landi and Lewis Stone. **Business:** Fair. **Summary:** A crook story which carries with it some fine acting on the part of Miss Landi and Lewis Stone. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

ORPHEUM TO FOX?

Rumor of Milwaukee Deal In Air

Milwaukee, Wis.—Rumor has it that Fox will shortly take over the Palace-Orpheum Theatre here from RKO. The deal would leave RKO with only one house in Milwaukee, the Riverside, which is featuring vaudeville. Fox has taken over the Mainstreet, RKO's only Racine house, and will operate it beginning July 4.

The Racine deal gives Fox with its State Theatre, control of the situation in that city. RKO, however, holds the upper hand in Madison, where it will take over Fox's Strand as soon as the lease expires. This will give RKO four houses in Madison. If the Palace deal is completed in Milwaukee it will give Fox three first runs in that city.

Ruben in N. Y.

Edmund Ruben, divisional director of Publix Northwest theatres, Minneapolis, is in New York on a busines strip. He will confer with higher Publix officials regarding fall and winter policies.

NEW MANAGER

Miller Succeeds Blubaugh at Fox Omaha

Omaha—L. R. Miller has been appointed manager of the Omaha branch of the Fox Film Corporation, it is announced by J. R. Grainger, vice-president in charge of distribution.

Mr. Miller was formerly a salesman in the Fox Milwaukee office. He began his new duties June 29, replacing C. R. Blubaugh, who resigned.

Press Stunt

Dick Gilbert, RKO press agent, got out a regular miniature newspaper to boost "Up for Murder," current Orpheum picture attraction. It was a replica of the Minneapolis Star and regular newsboys distributed it. The glaring headlines read, "Lew Ayres Up For Murder; Minneapolis Boy Accused of Killing," and that's what the newsboys shouted. Incidentally, Ayres actually is a Minneapolis boy.

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

JAMES HALL HERE

Popular Star Pinch Hits For Breese

James Hall, popular leading man of the films, will appear in person at the Minnesota Theatre, Minneapolis, next week, acting as master of ceremonies in the absence of Lou Breese who is away on a vacation. Horace Heidt, at the theatre with his "Californians," is substituting for Breese this week.

To plug the Hall appearance, Harold Kaplan, manager, and Cliff Gill, press agent, got up an effective screen trailer showing shots from various pictures in which Hall has played the leads.

After Hall the Minnesota will have Lulu McConnell in person. Miss McConnell has made a number of successful comedy shorts for Paramount. She will bring as her leading man Robert Hyman who was leading man for the Bainbridge stock company at the Shubert here for a number of seasons and who boasts a large Minneapolis following.

Lou Breese, orchestra conductor and master of ceremonies at the Minnesota Theatre, Minneapolis, has a new gag which seems to be helping the box-office. Each week he digs up some local talent to put on the bill and, without fail, his "discoveries," home product, have scored great hits.

Last week Breese introduced Gene Blanche, a nine-year old youngster, whose acrobatic dancing made a fine impression. Incidentally, Blanche's father is a member of the Publix art department.

EQUIPMENT ORDERS

National Branch Here Keeping Busy

The National Theatre Supply Company, 56 Glenwood avenue, Minneapolis, received the complete equipment order from the new Camden Theatre, uptown Minneapolis house, which has opened under the management of William Volk. Installation included the new Silversheet sound screen, carpets, American Blower fan with remote control, booth projectors, lamps and accessories.

Conrad Mohr of Glidden, Wisc., who operates the Ellsworth Theatre, Ellsworth, Wisc., completed his installation of the American Blower Sirocco fan which was furnished by the National Minneapolis branch.

Theatres with the American Blower fans, affording proper ventilation and cool air, were doing business almost as usual during the hotest weather last week, A. T. Crawmer, National branch manager, points out.

No Price Cutting

(Continued from page 3)

serious price cuts in the past six weeks and none is in sight.

The ace house of the Publix Northwest circuit, the Minnesota in Minneapolis, and the Minneapolis RKO Orpheum have not lowred their prices at all and will not do so, according to present plans. The Minnesota admission of 75c, after 6:30 p. m., is 15c more than the theatre charged when it first opened.

Indicating that, after all, price cuts probably are unnecessary in most cases where theatres are able to offer what the public wants and that the principal factor in business is the attraction rather than the admission cost, business has been holding up remarkably well at both the Minnesota and the RKO Orpheum this summer. In the face of the general business depression and the record heat of the past week, both houses have been doing splendidly.

Reduced prices at the State, Lyric, Aster and Grand in Minneapolis are believed to have stimulated patronage somewhat, but grosses on the average have not improved to the expected extent and operations, for the most part, are believed to have been less profitable.

BARRY ON VISIT

Former Kid Star in Minneapolis

Wesley Barry, for many years one of the most popular of the younger screen stars, was a Minneapolis visitor last week, en route to the northern Minnesota lakes for a brief vacation prior to resuming a vaudeville tour in the east.

Barry, whose freckles helped to win him fame when he was a kid star admits now that he has grown to man's estate and is 23 years old. He said that he got into the pictures and became a favorite because he "looked so ugly." But now he is a rather handsome young married man, having been wedded to the same wife for five years which, for Hollywood, is a rather good matrimonial record. His wife now is driving east from Hollywood and will meet him in New York.

"Before I went into pictures, all the child actors had been picked for their good looks and the saintly character which shone from their sweet young faces," said Barry. "I offered just the contrast needed at the moment. That's how I landed in the films."

Except on the back of his hands, Barry's freckles aren't nearly so noticeable as they used to be.

Return of Confidence

(Continued from page 3)

worst of the depression is over and that conditions already are on the mend again, but it also shows its confidence in the 1931-32 screen product which, in the last analysis, must be chiefly depended upon to prove again that advertising retrenchment is false economy as a general rule; that it does not result in any real saving in the long run.

Worthy product deserves and is entitled to the utmost in advertising. It should not be permitted to hide its light under a bushel. The only real way to sell it to the public and to derive its fullest box-office value is to advertise it sufficiently. Publix realizes this and it is now going ahead with its most elaborate advertising plans in a year.

This Publix move should give heart and lend encouragement to independent exhibitors in the territory, some of whom have been nearly ready to give up the ship. It undoubtedly will set an example which many independent theatre owners will follow and will proclaim to the general public and other industries that the motion picture theatres are all primed to give old man depression the final knockout punch.

SOUND TRUCK HERE

Car Plugging the RKO Orpheum Theatre

An RKO sound truck, equipped with 12 loud speakers, six on each side, was in Minneapolis last week, plugging the RKO Orpheum Theatre, on a coast-to-coast tour. It will spend this week in St. Paul.

In connection with the visit, Dick Gilbert, RKO exploitation manager, staged a unique stunt. He arranged a party for the Minneapolis "League for Hard of Hearing" at Loring Park where a number of tests were made. The truck's loud speaking system permitted many of those present to hear musical numbers and other sound reproduction for the first time since they became deaf.

One of the concerts at Lake Harriet, leading Minneapolis park, also was broadcast over the radio and to all parts of the park by means of the truck. The mayor and police chief of Minneapolis officially received the truck which visited the bathing beaches, parks and other places where crowds congregate, boosting RKO and the Orpheum Theatre.

The Columbia Minneapolis office is enthusiastic over "Arizona," which was screened for it last week. The picture is expected to have its initial Minneapolis release at the RKO Orpheum late this month.

Buy Quillan Story

Hollywood — Another original has been jurchased for Eddie Quillan by RKO-Pathe. It is called "The Big Shot" and it was written by George Dromgold and Hal Conklin.

Increased Advertising

(Continued from page 3)

advertising outlay, they are worthy of it and they will repay it, the Publix executives confidently believe.

All in all, it's like the old pre-depression times again around the Minneapolis Publix offices.

NO EXTRAS

Only Principals in New "U" Picture

Universal City — "Strictly Dishonorable," which went into production at Universal City last week, is a picture without a single extra in it. Every person appearing before the camera is a principal and every one has lines and definite action bearing upon the screen development of Preston Sturges' stage play. John Stahl, its director, and Gladys Lehman, who adapted it to the screen, regard it as one of the most intimate pictures on which either of them have ever worked.

BOYD SPECIAL

"Big Gamble" First of Group

Hollywood—Bill Boyd's first release in RKO-Pathe's Personality Group of star specials for 1931-32 will be "The Big Gamble." This Octavus Roy Cohen story was produced under its original title, "The Iron Chalice," with Fred Niblo directing.

Dorothy Sebastian plays opposite Boyd, and Darner Oland is the menace. Others in the well balanced cast are James Gleason, Zasu Pitts, June McCloy, William Collier, Jr., Ralph Ince and Geneva Mitchell.

Big Attendance

(Continued from page 3)

to crowd in an extra show. Five complete performances were given on that day, instead of the customary four.

The night business was on the same high par as that of the afternoon. Hold-outs were the rule each evening. The box-office was rushed even on the hottest nights.

Few pictures have won so much praise from the critics and from pleased patrons. The word-of-mouth boosting given the attraction, of course, helped immensely. Trade started out at a lively pace, but built up steadily throughout the week and the finish was excellent.

It is considered quite a commentary on Minneapolis movie tastes that pictures which have played to the largest grosses in recent months are clean, wholesome offerings holding a special appeal for young people and suitable for every member of the family. They include "Skippy" "Tom Sawyer" "A Connecticut Yankee" and "Daddy Long Legs."

CAFE TIE-UP

Idea Proves to Be Business Aid

Don Alexander, live-wire St. Paul Paramount Theatre exploiteer, had a nice tie-up with the Terrace Cafe of the Hotel Lowry, leading restaurant and night club of the Twin Cities. Instead of the usual 85c the Terrace Cafe last week charged $1 for its luncheons and gave each guest a complimentary ticket to the Paramount Theatre.

The cafe paid the Paramount Theatre the full 25c admission on each complimentary ticket used. The 25c price is in effect at the Paramount until 1 p. m., daily but the cafe tickets were usable all day. It was not only a good advertising stunt for the theatre, but also yielded direct money returns.

Fewer Visitors

Minneapolis Film Row had fewer visitors last week than at any time in the past year. The extreme heat kept out-of-town exhibitors away.

Signs Hampel Bill

Madison, Wis.—With the signing of the Hampel bill, June 24, by Gov. Phil LaFollette, daylight savings time was outlawed in Wisconsin. The measure makes it an offense to use any other than standard time in business places in Wisconsin. Violators are liable to a fine of $25 to $50 or 10 to 30 days in jail, or both.

Arbitration Clauses are Out

Of Contracts Covering New Season's Product; To Go to Court When Necessary.

New York—Exhibition contracts covering the new season's product are being issued without arbitration clauses. It is understood that distributors are taking the attitude that individual arbitration systems are impractical and expensive and that a quicker decision in case of disputes can be secured through the regular courts, when necessary. However, it is reported that a surprisingly small percentage of the cases have to be carried that far. It is probable that all 1931-32 contracts will carry deposit clauses.

The old system of arbitration was outlawed by the Thacher decree. During the past year, distributors gave theatres a choice between accepting arbitration by means of individual plans or putting up deposits.

INDIES CHECK DISTRIBUTION

Larger Independents to Register Complaints on Certain Systems of Releasing.

From authoritative Hollywood sources information is gathered that independent producers are contemplating a complete check and audit of distribution.

Under-cover investigation, it is stated, has revealed the juggling of accounts in various exchanges and given as the chief reason for the contemplated plan. It is understood that this check and audit system will apply to national distributors releasing independent product as well as the state right exchanges.

In the case of a picture with exceptional box office value, it is the claim of the independents that certain national distributors have used it as a club to unload upon the exhibitor certain minor value product from their own stock, allocating prices to their decided advantage at the expenses of the independent producer. Some of the bigger independents are of the opinion that in many cases their product, obtained on a percentage basis, has been left on the shelves to avoid wide distribution and force a loss upon the producer.

Another complaint of the independent is that national distributors owning and operating theatre chains return anything but an adequate rental for the product used in their own theatres.

Pre-Release Product

To Relieve Shortage Situation; 1931-32 Features to be Released in August.

New York — Pre-releasing of product in order to relieve the shortage of available feature pictures is being carried on by major producers. Pictures on the 1931-32 programs will be ready for release this year in August instead of in September as in former years. Because of the same conditions, distributors are advancing the playdates of many pictures on the 1930-31 lists.

SCORES GLOOM

Too Much Economy N. G., Says Oldknow

New York—Oscar Oldknow, executive vice-president of Fox Theatres, believes carrying theatre operation economy to the extreme will create an atmosphere of gloom. In a message to his theatre managers, Oldknow said: "Penny wise and pound foolish methods of economizing are apt to turn a theatre into a funeral parlor. If splicing is carried to such a point that the staff is in a gloomy frame of mind, they will soon communicate their attitude, even without intention, to their patrons."

The Fox executive points out that the theatre is the poor man's palace and it must be maintained in an attractive light. An atmosphere of brightness and cheerfulness is essential. Members of the staff should not be permitted to talk about the troubles of the house or the troubles of the motion picture business and managers should not talk of such matters to the staff, Oldknow declares.

Add to Cast

Hollywood — With the addition of Fletcher Norton. Lucile Powers, Walter Hiers and Edward Phillips to the cast, and the definite selection of "A Private Scandal" as the the title, Charles Hutchison is shooting the final sequences of his second production for Headline Pictures Corp., which features Marian Nixon and Lloyd Hughes.

Second Twelvetrees

Hollywood — RKO-Pathe has completed Helen Twelvetrees' second picture of the four she is scheduled to make in the 1931-32 Personality Group. Jack Lait provided the original story, temporarily titled "The Mad Marriage."

328 Released

New York — Although there have been complaints of product shortage, The Film Daily reports that from January 1 to June 30 of this year a total of 328 features were released against 298 in in the same period of last year.

Fox Officers

The board of directors of the Fox Film Corporation elected at the recent annual meeting of stockholders met last week and elected the following officers:

Harley L. Clarke, president; Winfield Sheehan, vice-president-general manager; W. C. Michel, vice-president and treasurer; S. R. Burns, vice-president and secretary; James R. Grainger, vice-president in charge of sales; Glenn Griswold, vice-president; Sydney Towell, comptroller; W. S. Bell, assistant treasurer; Felix A. Jenkins, assistant secretary; J. J. Kitson, assistant secretary; F. R. Stoeckel, assistant secretary.

Warners-F. N. Drop Gangster Pictures

New York—There will be no more gangster pictures on the Warner-First National schedule, Sam Morris announced last week. Several natural melodramatic stories will be produced, but none under the classification of gangster subjects, he said. Winfield Sheehan of Fox made a similar statement last week.

Warners have two pictures especially designed for kid patronage and two more may be added, Morris said.

AWARDS NOV. 4

Academy Set Date For Annual Affair

Hollywood — The Academy of Motion Picture Arts and Sciences will hold its annual awards banquet this year on November 4, it was announced last week. Plans for the usual nominations and voting are being put into effect.

SERIAL PREMIERE

"Legion" Opens at Roxy in New York

New York—"The Vanishing Legion," Mascot Pictures Corporation's first serial of the current season, had its world premiere at the Roxy Theatre during the week of July 4. The first episode will be released generally throughout the country next week, showing leading theatres of the Fox, Warner and Loew circuits.

Nat Levine, president of Mascot Pictures Corporation, points to these advance bookings as indicative of a new era of serials.

Reichenbach Dead

New York—Harry Reichenbach, one of the foremost of motion picture press agents and exploiteers, died last week. Death was due to cancer.

Hits Picketing

Providence, R. I.—The Supreme Court here has ruled that picketing by motion picture operators is an "obstruction of the public use of the street and sidewalks." It is the first time the Supreme Court has been called upon to decide the right of striking employees to picket an establishment.

KID'S CHOICE

Survey Reveals Boys Like Westerns

New York—An overwhelming preference for western stars by the boys of the country has been found in a survey made by the Open Road For Boys Magazine. Buck Jones, Ken Maynard and Buzz Barton, all famous for their hard fighting and fast riding, received more than fifty per cent of the total number of votes cast, while five of the other twelve stars most popular with the juvenile contingent, are also western stars.

The popularity of Ken Maynard, who is a comparative newcomer to the specialized field of cowboy dramas, is second only to the seasoned Buck Jones. Maynard is now making a new series of eight westerns for Tiffany Productions. Bob Steele, another of Tiffany's western stars, is also one of the boys' first choice.

Janet Gaynor is the only female star who drew any votes for popularity from the boys.

McCOY WESTERNS

To Make Eight for Columbia Group

Hollywood — Colonel Tim McCoy, recently signed by Columbia on a long term contract, has been assigned to his first production in a series of eight outdoor specials. The picture titled "Shot Gun Pass," an exciting tale of love and adventure, will go into production under the direction of J. P. McGowan, as soon as the supporting cast has been selected.

Two Title Changes

Hollywood — Two new title changes were announced at the RKO-Radio Pictures Studio last week. These are "Caught Plastered," to replace "Full of Notions," co-starring Bert Wheeler and Robt. Woolsey, and "The Run Around," which replaces "Lobable and Sweet," featuring Mary Brian, Geoffrey Kerr and Johnny Hines.

SUSPEND CHARGE

RCA Offers Relief to Closed Houses

New York—Letters advising exhibitors that service charges will be suspended when their theatres are closed for a period of thirty days or longer have been sent to all theatres equipped with RCA Photophone sound reproducing equipment over the signature of J. H. Tingle, treasurer.

"We are endeavoring to lighten the financial burdens of exhibitors who find it necessary to close their theatres," said Mr. Tingle in explaining the corporation's action. "Many theatre close during the summer months and we have modified our previous policy by suspending service charges during the period when they are dark. Upon receipt of two weeks' written notice of intention to close, we shall send engineers to the theatre to service the equipment for the closed period and upon like notice prior to re-opening will place the burdens under which many exhibitors are struggling at this time and take this method of bring them as much relief as is possible."

Announcement of the standardization of service charges also has been mailed to exhibitors by Mr. Tingle. In establishing flat rates for service upon the various types of theatre equipment, a considerable reduction has been made.

ALLEN TO PRODUCE

Pathe Westerns in His Charge

Hollywood—Fred Allen, who began his motion picture career in 1914 with Mack Sennett, has been signed by Charles R. Rogers to produce the six western films scheduled for RKO-Pathe's current program Allen will work under the supervision of Rogers, who heads the company's production.

Tom Keene, a young actor who knows both his West and the New York stage, will star in the films.

Fans Tell Producer Story Type Wanted

Hollywood—Instead of relying entirely on the opinions of the large group of independent exchanges who have been buying Talmadge Productions for years, Richard Talmadge conceived the idea of going direct to fans with a short questionnaire asking the fans themselves what type of pictures they would most like to see. This questionnaire carried short descriptions of more than two-dozen different types of stories covering a wide range of subjects. Several thousand theatres distributed these questionnaires. Thirty-eight hundred and sixty-six answers have been received to date by the Talmadge company direct from fans covering every state in the Union.

The results were carefully tabulated and studied, with the majority opinion on types of stories and subjects given preference. Beginning the next Talmadge release, Talmadge productions are the direct result of the preferences expressed by these representative fans throughout the nation.

They are in the following order: Newspaper story, mountaineer story, railroad story and sea story. The questionnaire directed attention to the themes considering Richard Talmadge's speed and action as a star and the stories were voted upon with these considerations in mind. Talmadge is known for daredevil stunts, performing feats that few, if any, player dares emulate. Production on "Scareheads," the next release on the Talmadge schedule, will be directed by Noel Mason, director of "Dancing Dynamite." "Scareheads" promises exhibitors something new and unique with a series of exploits surpassing many of Talmadge's most thrilling former feats, it is stated. Casting for this new feature will start within the next two weeks with production at Universal City.

Slap Stick

New York—Twenty slapstick comedies instead of twelve, as originally planned, will be included in the Paramount 1931-32 program of shorts. These twenty pictures will be the first slapstick comedy shorts ever produced at the Paramount New York studio, as heretofore all of the one and two reel films have been musical or dialogue comedy. Karl Dane and George K. Arthur, Al St. John and Ford Sterling are under contract to star in a portion of this group.

DANE-ARTHUR BEGIN

Team to Make Two-Reel Comedies for Para.

New York—Production of two-reel comedies starring George K. Arthur and Karl Dane started at Paramount's New York studio July 6.

Arthur and Dane will appear in a series of short comedies, the first two of which will be "A Put Up Job" and "The Lease Breakers." Their other vehicles have not been titled yet but one will be a navy story made aboard a United States battle cruiser.

The comedy team will be the first unit to work on the slap-stick shorts which are to be a feature of the Paramount 1931-32 production year.

Right Name

Hollywood—Because of difficulties in selecting an appropriate title for the next RKO-Radio Pictures' Clark and McCullough comedy, the studio will call the film "Hard to Get."

Heads Shorts

New York—Lou Weinberg, Columbia home office sales executive, has been appointed short feature sales manager for the company.

The New
Silverlite
Sound Screen
MORE LIGHT–LESS CURRENT

More Light-Less Current

New metallic surface. Best qualities of silver and gold fibre screens. Will not tarnish.

Marvellous brilliancy. High Intensity light with low intensity lamps. Rugged . . . Durable.

Write for Sample

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

NOW READY FOR **IMMEDIATE** RELEASE

MR. EXHIBITOR!

Exit—Intermission; Chaser—Trailer
Records—$33\frac{1}{3}$ R. P. M.
NO VOCAL

1. Processed by Columbia Phonograph Co.
2. 12-inch---Double-faced
3. Four Musical Selections per Record---2 Selections per side
4. Each side runs about 7 minutes.

Recorded Specially for Theatres by

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

PROGRAM NO. 13

SPECIAL OFFERING
Organ Selection by Wesley Tourtelotte, KNX Organist
In Medley of Popular Tunes
12-inch—Double-Faced—33 1/3 R.P.M.

$2.50

Order Now—By Program Number

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

NEWS BRIEFS

The "Silly Symphonies" which were fostered and introduced to the trade by Columbia Pictures, will continue to be distributed by this company during the coming season. The series have been acclaimed by press and public as one of the most novel of all short subjects. They hold a number of records for length of run and return engagements at de luxe houses.

* * *

Barbara Stanwyck, whose latest Warner Bros. picture, "Night Nurse," is soon to have its world premiere, will next appear in "The Purchase Price," from a story by S. K. Morehouse. It will go into porduction at the Warner Bros. studios in Burbank late this summer.

* * *

"Oh! Oh! Cleopatra" the second of the Hollywod Masquers Club's series of two-reel comedies has been completed for RKO-Pathe release. This expose of part of the life and loves of Egypt's great siren is enatced by a typical Masquers all-star cast headed by Bert Wheeler, Robt. Woolsey and Dorothey Burgess.

* * *

Radio has loaned Dorothy Lee to Warner Brothers for "Local Boy Makes Good." Dorothy has just completed her role in "Full of Notions" with Bert Wheeler and Robert Woolsey. "Too Many Cooks," the Frank Craven play wherein she plays with Bert Wheeler, is scheduled to reach the talking screen in the very near future.

* * *

Rowland V. Lee and Edward Sedgwick, outstanding directors, have been signed by Columbia Pictures to megaphone two of the company's productions.

* * *

"I Surrender Dear" has been definitely decided on for the title of Mack Sennett's new comedy in which Bing Crosby, internationally known orchestra leader and songster, is featured. In the comedy Crosby sings his hit number "I Surrender Dear," as well as "Out of Nowhere" which he has made popular via the phonograph and radio. The cast of "I Surrender Dear" includes Marion Sayers, Will Stanton, Arthur Stone, Luis Alberni and Kala Pasha.

SENNETT FINISHES

Winding up Current Season Product

Hollywood—With twenty-four of his twenty-six two-reel comedies completed, Mack Sennett is winding up production on his current season's program. With the completion of "The Albany Branch," featuring Tom Dugan and Pert Kelton, and "The Fainting Lover," with Andy Clyde, Vernon Dent, Wade Boteler and Addie McPhail, the two final comedies, as yet untitled, are now in the last stages of production.

Without interrupting, the Sennett Studios will continue to operate, work having already been started on several subjects for the new season. Sennett's 1931-32 schedule, including twenty-six two-reelers, and eighteen one-reelers, is the heaviest the comedy producer has ever had.

BUSINESS GOOD

Columbia Reports New Contract Record

New York—Although the new selling season is but a few weeks old, a new record for contractual business on Columbia's 1931-32 Showmanship Group has already been established, according to a statement issued by the company.

One of the gratifying features attending the activity of Columbia's sales force is the fact that while these deals include contracts with many prominent first runs and circuits, small time exhibitors are strongly represented in the contracts obtained to date, and in greater numbers than that company has ever known so early in the year.

"Mirage" for Joan

Hollywood—"The Mirage," the hit play written and produced by Edgar Selwyn some years ago at the Times Square Theatre, New York, where it ran for ten months with Florence Reed in the leading role, has been acquired for Joan Crawford by Metro-Goldwyn-Mayer.

ANOTHER MASQUERS

All-Star Comedy for RKO Pathe

Hollywood—The Masquers' Club of Hollywood is making "The Grand Junction Hotel," another all-star comedy at the RKO Pathe studios in Culver City for release under the Rooster banner. William Beaudine is directing.

Edward Everett Horton, Patsy Ruth Miller, Frank McHugh, Lionel Belmore, Bobbie Vernon, Lucien Littlefield, Chester Conklin, Jimmy Finlayson, Maurice Black, Tyler Brooks, George Chandler, Hank Mann, Tom Dugan, Richard Carle, Tom Wilson, Harry Gribbon and Max Davidson lead the cast in which other star names will contribute to the fun.

REGIONAL MEETS

Educational Men to Talk Sales

New York — Three regional meetings will be held by Educational, with the first one scheduled for July 13 and 14 at the Astor Hotel, New York. Representatives of the eastern, southern and Canadian branches will attend the New York confab. The second meeting will be held at the Congress Hotel, Chicago, July 16 and 17, with middle western representatives attending. The final meeting will be held at the Brown Palace Hotel, Denver, July 20 and 21, with the western branch managers in attendance.

Home office executives will attend the three meetings, at which matters will be discussed in connection with the selling of Educational, Tiffany and Sono Art-World Wide product.

Grid Story

Hollywood — "Touchdown," a collegiate football story, will presently be filmed by Paramount with Richard Arlen, Frances Dee and Charles Starrett in the cast. The story is from Francis Wallace's novel, "Stadium." So far no director has been assigned.

SIX IN WORK

And Fox Has Five in Preparation

Hollywood—At the end of the first six months of 1931 six pictures are in production, five in preparation and one in the cutting room at the Fox Film Studios.

Final scenes for "The Plutocrat" are being filmed under the direction of David Butler. A newcomer to the screen, Peggy Ross, makes her debut as the daughter of Will Rogers.

"Bad Girl," with James Dunn enacting his first screen role and Sally Eilers playing the title role, is going forward under the direction of Frank Borzage.

Mystery holds the stage where "The Midnight Cruise" is being filmed. Edmund Lowe and Lois Moran have the leading roles. This is the second picture co-directed by Kenneth MacKenna and William C. Menzies for Fox.

Last scenes for "Wicked," co-starring Elissa Landi and Victor McLaglen, will be filmed on board a yacht.

COOPER CAST

To Star in "The Broken Wing."

Hollywood — "The Broken Wing," the stage's most ambitious venture into aviation subjects, has been purchased by Paramount for talking picture production and will be filmed with Gary Cooper in the stellar role as soon as the star returns from his present European trip, it is announced by company executives.

John Cromwell, director of "Tom Sawyer," "Scandal Sheet" and "Street of Chance," will direct.

"The Broken Wing" will return Cooper to the type of picture in which he made his first film fame. He appeared in a minor role in "Wings," which resulted in him being cast as the air hero in "The Legion of the Condemned."

New Contract

New York—Maurice Chevalier possesses a new contract with Paramount, signed just before he sailed to add further zest to his vacation of ten weeks.

Chromolite Sound Screen
Non-Glare • Diffusive

94.6 Percent-New-Amazing

Entirely new and revolutionary Sound Screen. Permanent non-yellowing whiteness. High reflection. value (94.6%).

More light with less amperage. No fadeaway. No eye fatigue. Can be resurfaced . . . Sturdy, Strong . . . Durable.

Write for Sample

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.

New York Office 47 W. 24th Street

Increase Attendance

With the Tried

SCOOTE

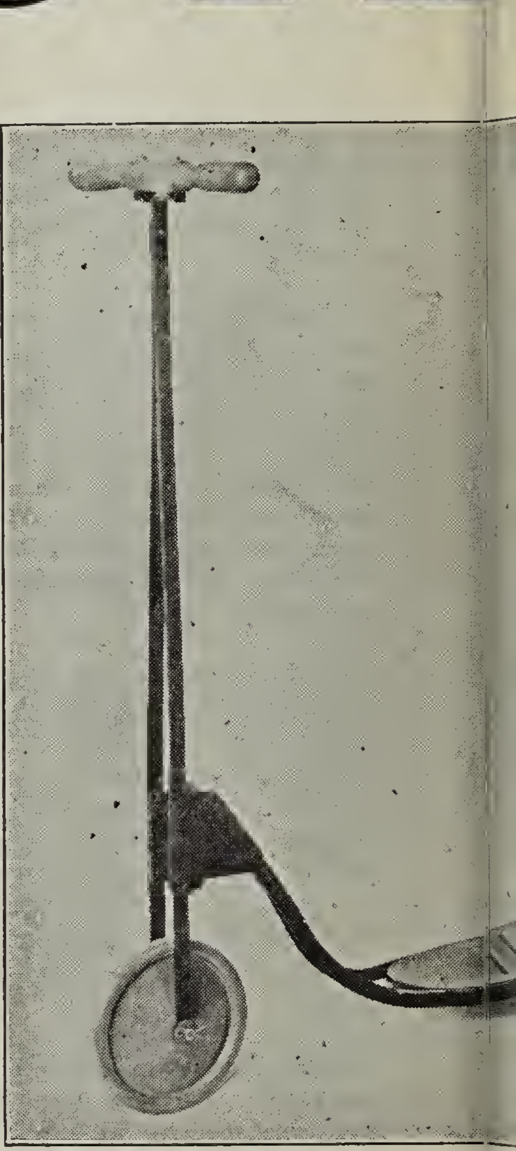
EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.



Wins Kids

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

How to Orde
Scooter-Nite

Required starting ord
can best estimate the n
but your first order m
Four Cards are furnish
your theatre name, fo
thus on minimum order
96 Record Cards. Hera
tre name, are furnished
A 120-ft. Trailer is loa
and a deposit of $3.60
desired. This deposit i
return of Trailer.

The Steel Stamping Company

Factory, Lorain, Ohio

d and Proven

R-NITE

Sure-Fire
Juvenile
Trade
Builder

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large re-inforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

n Sight!

for
lan

is 24 Scooters. You
ber you may require,
be at least for 24.
free, imprinted with
ach Scooter ordered;
u would receive free
imprinted with thea-
r $3.00 per thousand.
for two weeks only,
required if Trailer is
turned to theatre on

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________ 3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) __________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ____________________________ by ____________________ Mgr.

Town ___________________________________ State _________________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr. ____________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

THIS WEEK *in* HOLLYWOOD

By **JOE BLAIR**
Studio Representative,
Associated Publications, Inc

HOLLYWOOD does some funny things sometimes and good judgment often is thrown to the winds.

Listen to this: Two evenings before a prominent star and her film executive husband planned to leave Hollywood for an extended vacation, her latest picture was previewed. The preview audience hailed the picture as one of the greatest pictures of the year, owing to a brilliant performance given by one of the members of the supporting cast.

What happened? The vacation trip was postponed. Fifty thousand dollars was spent in the next two days in frantic re-takes and added scenes. Anything and everything was done to strengthen the star's role. The supporting player's performance was left on the cutting room floor. The picture previewed again fell flat. More retakes and more added scenes were shot and the production costs again mounted, all of which comes out of the exhibitors' pockets.

Instead of the picture going out as the year's outstanding production and cleaning up for exhibitors, it checked in as a programmer.

I hope an enjoyable vacation was spent and a guilty conscience did not bother too much!

* * *

Joel McCrea, young college giant, will hit the box-office line for another year under the RKO-Pathe Pictures' banner. McCrea, who is six feet-two, enacted featured roles in "The Silver Horde" and "Kept Husbands."

* * *

Directer Richard Wallace has started actual filming of his newest Paramount production, "The Road to Reno." This is Wallace's first under his recently signed new contract. He is noted for his direction of "The Right to Love," "Seven Days' Leave" and other outstanding pictures.

* * *

FRANCES DADE has just been signed by Tiffany to play the leading feminine role opposite Ken Maynard in his next western opus "The Range Law," under the direction of Phil Rosen. Miss Dade just completed the ingenue role in "Daughter of the Dragon," opposite Sessue Hayakawa and Anna May Wong, at the Paramount studios. She is under contract to Paramount.

* * *

Barbara Stanwyck starts work this week on "Forbidden" at the Columbia studio. Frank Capra is directing the story which was prepared by Jo Swerling, popular writer.

* * *

Roy J. Pomeroy, motion picture director and technical expert, states that the decrease in American film production plans is giving the independent film producer his greatest opportunity. This curtailment by members of the producers' association may also threaten American cinema supremacy inasmuch as it will give European producers greater outlet for their product. Pomeroy is the director of Paramount's "Interference, and Radio's "Inside the Lines."

* * *

Tom Keane, who learned his cow-punching on the ranges of Montana and the Dakotas and his acting technique on the New York stage, will star in a series of western pictures to be made for RKO-Pathe's current program. "Sundown Trail" is the title of the first story with Fred Allen listed as the director. Keane, formerly known to screen fans as George Duryea, changed his name to conform with the type of pictures he is to make.

* * *

STEPHEN ROBERTS, former stable mate on the Educational lot of Norman Taurog, director of "Skippy," has been signed by Paramount to direct features. There are several good feature directors to be found around the comedy studio lots. James Parrott, directing Charley Chase comedies out at Roach's, is a great "bet" for feature pictures.

Superlite Sound Screen
Perforated-White-Diffusive

Sturdy - Strong - Durable

Standard white perforated screen. Good for light—Good for Sound. Completely diffusive—Same light at every seat.

The superior of all perforated screens in material and workmanship. For use with Hi-Lo and High Intensity light.

Write for Sample

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

ZUKOR STATEMENT

Issues Announcement on Production Dept.

New York—Confirming the retirement of Walter Wagner from the Paramount production department, and setting at rest many conflicting rumors concerning the production personnel and activities of Paramount Pictures, Adolph Zukor has issued a statement in reference to the Paramount production department.

"I definitely want to state," said Mr. Zukor, "that Jesse L. Lasky is now, just as he has been, head of the Paramount Publix production department. Mr. Lasky is in control, and no one supersedes him in any way in dealing with Paramount picture production; nor has there ever been any intention to have any such change in the setup.

"The retirement of Walter Wanger from the production department activities with which he was connected, is merely a step made necessary by the physical necessities of the production job to be done. Aside from that there is no change whatever in the production personnel; Mr. Schulberg is in charge, under Mr. Lasky, of the actual productions, and will operate as heretofore in our West Coast studios. His fine work has always been fully appreciated by the executives of this company. He will continue to be, as he always has been, responsible to Mr. Lasky. The eastern studios will continue to be under the management of James Cowan, also directly responsible to Mr. Lasky."

Not a War Film

New York—The use of the word "Tank" in the title of the new German music-film "Die Drei Von Der Tankstelle" now playing its third week at the Ufa Cosmopolitan has been the cause for many telephone inquiries from American patrons, asking if it is not a German war film. The "Tank" is merely the harmless symbol of a gas tank, and the "Stelle" a wayside service station, which in the film becomes the background for a tuneful and beautiful love romance, according to a report from Ufa.

CURRENT RELEASES

Week of July 5

COLUMBIA

Good Bad Girl, Mae Clark, 73 min.

Stork Market, Krazy Kat, 7 min.

EDUCATIONAL

Movie Town, Sennett comedy, 20 min.

Lure of Hollywood, Virginia Chandler, 20 min.

Dreamworld, Romantic Journeys, 10 min.

Burns Detective Mystery, 10 min.

FOX

Hush Money, Joan Bennett, 71 min

PARAMOUNT

Confessions of a Co-ed, Sylvia Sidney, 75 min.

That Old Gang of Mine, Screen Song, 7 min.

RKO-PATHE

Sweepstakes, Eddie Quillan, 77 min.

That's News to Me, 20 min.

Pale Faced Pups, Fable, 7 min.

RKO-RADIO

Transgression, Kay Francis, 77 min.

Humanette, No. 12, 7 min.

UNIVERSAL

Cat's Paw, Daphne Pollard, 20 min.

Strange As It Seems, No. 11, 10 min.

Heroes of the Flames, Episode No. 6, 20 min.

WARNER BROTHERS

Smart Money, Edward G. Robinson, 73 min.

"Hell Divers"

"Hell Divers" is the title of Wallace Beery's new starring vehicle at the Metro-Goldwyn-Mayer studios, and the supporting cast now being assembled for the picture is headed by Clark Gable, who rose to prominence by his work in "A Free Soul"; Conrad Nagel, John Miljan, and Cliff Edwards. George Hill, who directed Beery in "The Secret Six," is directing the new film.

Complete "Aid"

Hollywood—Production on "First Aid," the story of an ambulance interne by Michael L. Simmons, has been completed, and the film is now in the cutting room for final editing touches. Grant Withers has the featured role, supported by Marjorie Beebe, Donald Keith, Wheeler Oakman and Phyllis Barrington. Stuart Paton directed. The picture will be released next month by Sono Art-Worldwide.

Assign New Star

Hollywood—The part formerly assigned to Carman Barnes in "The Road to Reno" has been assigned to Peggy Shannon, who will play opposite Charles Rogers in this Paramount production based on an original story by Virginia Kellogg. Announcement was made by the Hollywood studios that Miss Barnes will make her screen debut later in a picture and a role considered better suited for her personality.

Wm. Craft Dies

Hillwood—William James Craft, wel known director, died last week. Death was caused from injuries in a motor car accident.

Fill Out This Blank and Mail to

ASSOCIATED PUBLICATIONS, INC.,
4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____________________

Star ____________________ **Producer** ____________________

Business and Comment: ____________________

____

____________________ **Weather:** ____________________

Title ____________________

Star ____________________ **Producer** ____________________

Business and Comment: ____________________

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

New Super
Vocalite
Sound Screen
CRYSTAL BEADED

Thousands of Them!

In use all over the World. Perfect Light — Better Sound Third Dimension—High Intensity at low Intensity Cost.

Most brilliant of them all. Porous but not perforated—Scientifically designed, reinforced sound pores.

Write for Sample. Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

Post Cards Offer Inexpensive Stunt

FIGURE among the inexpensive advertising stunts the use of illustrated post cards that part and parcel of every big hotel's stationery gotten up for its guests. R. F. Cloud, of the Warner-First National exchange in Cincinnati, has just tried out the card stunt in Louisville with the results that are going to make it popular. Cloud tied up with one of the principal hotels in Louisville which not only furnished the cards but did the mailing. In the space allotted for the message the card contained in a neat feminine hand the following:

Dear Mary: Here in Louisville at ______________. Nice hotel Just saw "Sit Tight". Great comedy. Joe E. Brown and Winnie Lightner are so funny. I hope you see "Sit Tight" very soon. Regards.
FLO.

Hotel managers will all be inclined to feel they are getting a good break with this form of card as did the man in Louisville and, therefore, will be willing to pay for it.

Dresses Lobby for "Express"

WHEN Sil Silverman played Columbia's "Subway Express" at the Windermere, Cleveland Theatre last week, it was no secret. This is what he did to tell about it: First he got a fire bell from a nearby fire station. He put this on top of the marquee, and every half hour he rang that bell. Then he dressed up his box office to look like a subway ticket office, and, following the fashion in the New York subway, he erected signs saying, "Follow the Green Line". The green line eventually led into the theatre, of course, starting at the box office. The stunt made a hit with the patrons, and gave the picture a lot of publicity that resulted in better-than-average business.

Good Stunts on "Business Girl"

HERE'S how F. N. Phelps, manager of the three Cleveland Warner theatres, put over "Big Business Girl" in a big way at the Lake, Uptown and Variety Theatres, where it opened for a day and date first run:

A 7 o'clock morning matinee was given at the Lake Theatre on the opening date to which all office girls were admitted free. When the doors were opened at promptly 7 a. m., there were 300 girls waiting in line. The show lasted from 7 to 8, and then all the guests were taken to a neighboring lunch room for coffee and doughnuts. Coupons for admission to this special matinee were distributed at the Warner theatres and on the downtown streets.

The Uptown and Variety Theatres gave away two portable typewriters in connection with this publicity stunt. This was done also by coupon, the lucky numbers being the winners.

Royal Flush Exploitation

AN effective cut-out card gotten up for the run of "Smart Money" shows a hand holding a royal flush. It at once connects the Edward G. Robinson picture with gambling, passing the idea on which the story of the picture is based. The card is five inches deep and is to be used in mailing and various other ways such as insertion in theatre programs, laundry bundles, etc. There are few people unfamiliar with poker and there isn't anyone with a knowledge of the game that won't have something to say about the scarcity of the royal flush in his hands when he has played the game. On the back of the card is plenty of room for theatre announcements. Like most good exploitation stunts this one is inexpensive.

Golf Tie-up Costs Nothing to Theatre

TIE-UPS without number have been made by exhibitors and merchants in connection with the showing of the Bobby Jones series of 12 Vitaphone shorts on "How I Play Golf," but it has remained for the manager of the Montauk Theatre in Passaic, N. J., to hand out a new one. The latter consisted of a four-page leaflet on glazed paper, the first and third pages of which were given to an announcement of a sports shop. Incidentally the sports shop paid for the printing. The leaflets were distributed from the theatre and the merchant used the mails and other avenues in circulating them. The stunt cost the theatre absolutely nothing and it can be easily worked with merchants dealing in sports accessories in other cities.

YOUR IDEAS MAY HELP A BROTHER EXHIBITOR. WHY NOT SEND THEM IN?

Mr. Exhibitor—

ACTION ON YOUR SCREEN MEANS AT YOUR BOX OFFICE ACTION

Yours for DOUBLE ACTION

BILL CODY

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

Automatic Inspector is Highly Efficient

An automatic film inspector, cleaner and rewind machine that is said to detect the tiniest breaks, tears and poorly made splices in the film and at the same time remove oil and grit from the surface of the film at the high speed of 250 feet per minute, has been developed and is being marketed by the Film Inspection Machine Co. of New York.

The device is compact and requires little floor space. It is being manufactured in single and duo models for theatres and laboratories. With uncanny precision and reliability, it detects and stops the film at the small as well as the large breaks, both inside and outside or between the sprocket holes and open splices or splices that are badly made or are apt to open, or are just starting to open, the company states.

The rewind from beginning to end of the reel is even and solid without pulling too hard on the film, and the machine itself cannot injure or scratch the film. It has no sprockets, and from the time the film leaves the upper reel until it is rewound on the lower reel, nothing touches the picture surface or the sound track.

Driven by an enclosed motor, a speed of 500 feet per minute per reel is obtained when the machine is used for rewinding, mounting or demounting.

FIREPROOF SCREEN

Patented Metal Mesh INs Raven Product

After several years of exhaustive research and tests, an absolutely fire proof motion picture screen has been developed. It is made of flat aluminum metal mesh produced under United States patent No. 83752, owned by the Whiting & Davis Company of Plainville, Mass., and adopted for screen use exclusively by the Raven Screen Corporation.

Laboratory tests by Electric Research Products, Inc., and the Radio Corporation of America, show that over a sound) range from 55 cycles to 6,000 cycles frequency, the attenuation is absolutely uniform. This is remarkable when compared with tests made on other types of screens.

EASTMAN

Brings Out a New Splicing System

An improved system of treating the sound track at splices, a system that is said to eliminate the messy methods of painting, at the same time successfully silencing splice noise, has been brought out by the Eastman Kodak Research Laboratories. The new method was described to the industry more than a year ago, but production of the necessary "blooper patches" and the simple block for applying them has only recently made it applicable in processing laboratories and projection rooms, the company declares.

A material consisting of a very thin clear film base, coated with emulsion and exposed to produce opacity, is used. The patches are five perforations long and are cut in a shape designed to cover the track completely for a distance equal to the width of a standard splice, but tapering toward each extremity until the sound track is completely exposed.

The patching system, the company claims, obviates a condition in which imperfect painting of the sound track at splices frequently caused noises as objectionable as the extraneous sounds made by the reproducing system when an untreated patch went through. The older method caused more dissatisfaction in projection rooms than in laboratories, where skilled workers painting the sound track at hundreds of splices a day attained proficiency in the process. It is believed that greater speed, together with assured accuracy, even in the laboratories, can be gained by use of the new patching process.

NEW PORTABLE

Projector Being Marketed by International

A new portable projector, developed primarily for the educational and non-theatrical field but adaptable for use in small theatres where a Mazda 900-Watt light source or 1,000-Watt, 110 volt Mazda lamp will supply sufficient illumination, has been brought out by the International Projector Corp. of New York.

Consisting of many advanced features, the new machine, it is claimed, is entirely self-contained. It is covered by an aluminum casing 18 inches high by 23 inches long, with a total overall width of about 14 inches.

ECONOMY TIP

Here's New Way to Save Money

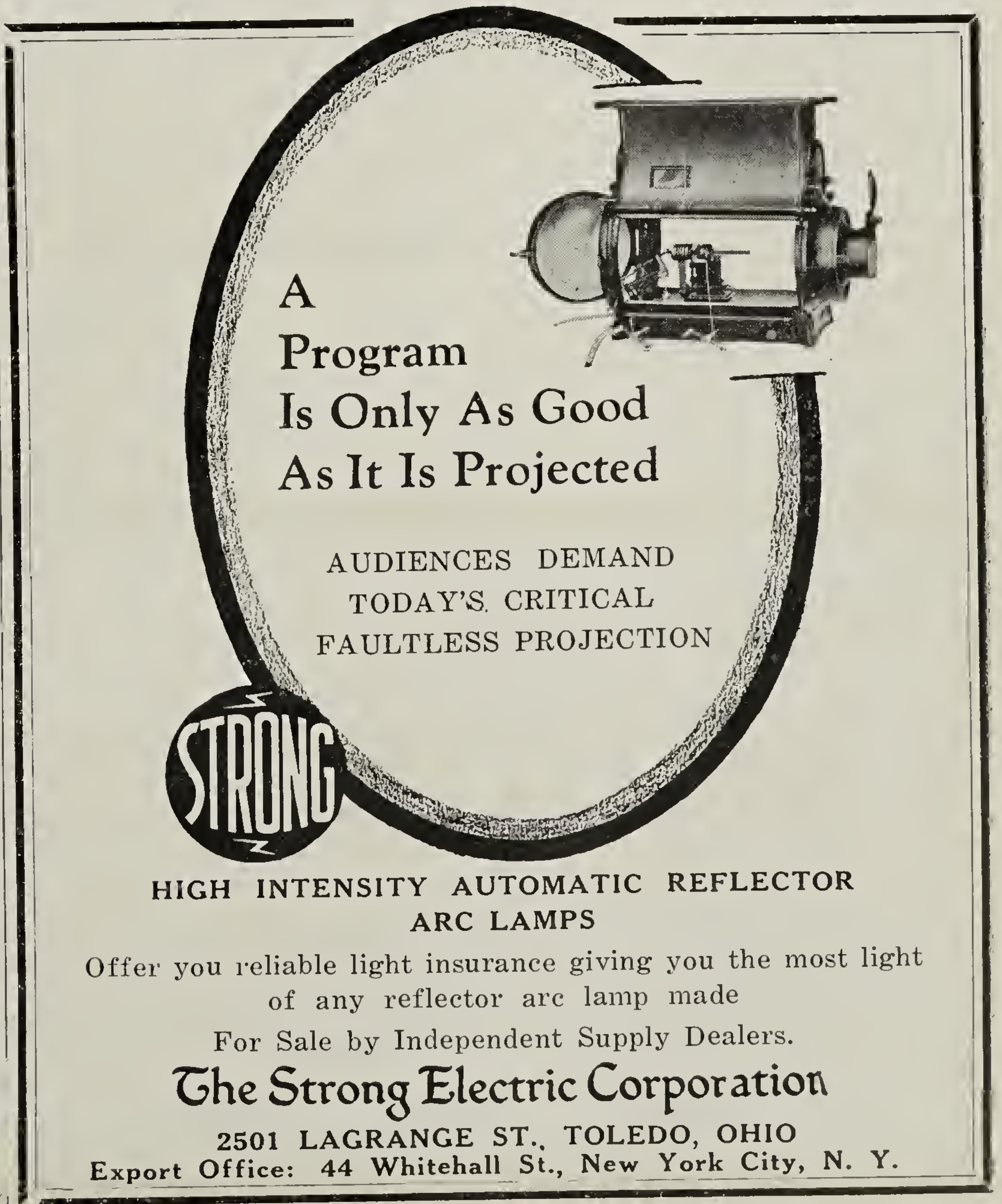
N. M. LaPorte, in "Publix Opinion" made the following interesting remarks about economy on exciting lamps:

"In the interest of economy, the practice of leaving the exciting lamps burn on both machines during the entire performance should be discontinued. The present practice was instituted to eliminate the click heard throughout the house when the switch is operated, throwing in the lamps. Under ordinary circumstances, this click occurs once for each roll of film, and we doubt very much whether it has ever been noticed.

"The life of the exciting lamp is comparatively short, and they cost 78c each. By following this practice their life would be increased 90 per cent, due to using them only 5½ hours instead of 10 hours at present.

"By following this procedure, you are also increasing the life of the three vacuum tubes in the film amplifier which is operated by the same switch.

DEPENDABLE
GARVER
KURRENT
CHANGER
Quiet in operation. Does not interfere with sound system or radio. Recommended by three leading lamp manufacturers as the ideal rectifier for low intensity projection. Write for Complete information today.
Garver Electric Co.
Union City, Indiana
Ask Your Dealer


A Program Is Only As Good As It Is Projected
AUDIENCES DEMAND TODAY'S CRITICAL FAULTLESS PROJECTION
STRONG
HIGH INTENSITY AUTOMATIC REFLECTOR ARC LAMPS
Offer you reliable light insurance giving you the most light of any reflector arc lamp made
For Sale by Independent Supply Dealers.
The Strong Electric Corporation
2501 LAGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York City, N. Y.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send **in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title________________
Star________________
Producer________________
Comments________________

Title________________
Star________________
Producer________________
Comments________________

Title________________
Star________________
Producer________________
Comments________________

Exhibitor's Name ________
House Name________
Town________
State ________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

THEATRE SEAT COVERS—25 cents each. Made to measure of best grade Indian head linen. Guaranteed fit, 20 cents each on orders of 600 or more. A. Wise, 1533 42nd St., Belview Heights, Birmingham, Ala. cF 7-7

TWO NEW Arctic Nu-Air fans, no motors, $250 each. Silverman Bros., Strand Theatre Bldg., Altoona, Pa. 7-21

$500 MACHINE for $35. Build that stereoptican effect machine from our parts and save the difference, like de luxe theatres. Other theatre equipment at astoundingly reduced prices. Send for lists. The Clearing House, 1243 South Main, Independence, Mo. 7-14

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WANTED—Theatres in towns 4,500 up; also machines, padded seats, screens. Inquire Gerald Mans, 1057 West Market Street, Lima, Ohio. 6-30

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

EQUIPMENT WANTED

WANTED—Two used Simplex heads for emergency use; must be cheap for cash. Hall Industries Theatres, Beeville, Texas. 7-7

WANTED—Used reflector arc lamps, Powers, Simplex machines. Must be bargain. Terms. Fagg Theatre, Garland, Texas. 7-7

WANTED — 300 upholstered chairs practically new; also two late model Simplex machines and Blizzard or Arctic Nu-Air blower. Your best price in first letter. Queen Theatre, Brownwood, Tex. 7-28

THEATRES FOR SALE

FOR SALE—Lyric Theatre, Erwin, Tenn.; best location; one competitor; 350 seats; population 5,000; disc Amplitone equipment; only $3,500 cash. F. E. Perryman, Elizabethton, Tenn. 7-7

SITUATIONS WANTED

INSTALLATION ENGINEER—Sound on film, desires connection with distributor sound on film outfits. College training plus experience. Handle everything from wiring to tryout. References. E. M. Bailey, Louisburg, N. C. cf 7-7

PROJECTIONIST wishes steady position. Ray Petersen, 1317 Market St., Galveston, Texas. 7-21

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) { **10c a word; 4 insertions at price of 3**

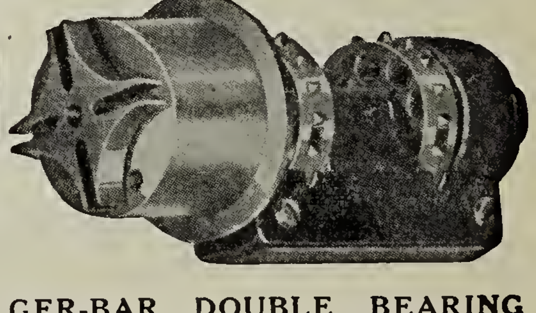
Kindly insert the following want ad________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and
the sound trailer
two distinct styles
National screen service
CHICAGO - NEW YORK - LOS ANGELES

Read
THE BAROMETER
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.
Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to
GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Wild Horse

Allied Pictures—65 Minutes

Cast: Hoot Gibson, Alberta Vaughn, Stepin Fetchit, George Bunny, Edward Peil, Edmund Cobb, Neal Hart, Joe Rickson, Fred Gilman. Directed by Richard Thorpe and Sidney Algier.

This is a honey, brim full of action, comedy and suspense. Decidedly a box office bet that can be classed as the finest outdoor action western Hoot Gibson has ever ridden. That's taking in a lot of territory, but it is a lot of picture. Romance, intrigue and comedy, skilfully blended with a wild horse that is wild and the kids in the gallery will be more than wild. A horse fight that will hold the action fans plenty, photography that is superb.

Stepin Fetchit hands out the comedy in his own inimitable way that will garner maximum laughter. The plot deals briefly with Hoot and his partner getting a job and learning of the wild horse and a thousand dollars reward for his capture. They succeed in capturing the horse, which is stolen from them and turned in by the other fellow who reaps the reward. The horse thief is supposed to ride the horse as the main attraction at the rodeo but backs out when the sheriff is hot on his trail for the killing of Hoot's partner. Hoot saves the day and the necessity of the rodeo promoter returning the cash to disappointed customers. The killer is brought to justice and all ends well. It's a winner every foot of the way with production value very much in evidence. Book it and reap.—Warren Stokes.

SELLING SEATS: Don't hesitate to bill it as Hoot Gibson's finest picture and a Peter B. Kyne story. Get the folks in the first night and word of mouth will do it the rest of the week.

Hush Money

Fox—69 Minutes

Cast: Joan Bennett, Hardie Albright, Owen Moore, Myrna Loy, C. Henry Gordon, Douglas Cosgrove, George Raft, Hugh White, George Byron, Andre Cheron, Henry Armetta, George Irving, Nella Walker, Joan Castle. Directed by Sidney Lanfield.

A bit slow in starting but picks up to a good surprise finish that makes it in the worth while class.

Joan Bennett as a young girl out of employment who adopts the easiest way and lives with Owen Moore, with whom she works a hold-up racket. When they run into the law, Moore squeals to save his skin and she takes the rap.

She has made the acquaintance of a sympathetic detective who upon her release helps her go straight. She meets and marries Hardie Albright, a son of wealth. On the anniversary of their wedding the husband asks her to wear a necklace he has given her. Moore, learning of her position, figures on getting some "hush money" for not revealing her past life to her husband. She refuses him any money and he takes her jewels, including the necklace. The girl goes to her detective friend with her troubles and he promises to have the jewels in time for her to wear at the anniversary dinner. After tipping off a rival gang leader as to Moore's location he goes to the coroner's office to await a call. As anticipated the killing comes off and the detective gets the jewels to her as scheduled.

Fine direction and excellent performance by Miss Bennett and Owen Moore with a good supporting cast makes for quality entertainment that should register well anywhere.—Southwell.

SELLING SEATS: Cast has good names for box office value. Play up the fact that "your past will find you out" angle. Get jewelry store tie-ups on necklace displays with suitable stills in the windows.

The Night Angel

Paramount—74 Minutes

Cast: Nancy Carroll, Frederic March, Phoebe Foster, Alison Skipworth, Alan Hale, Hubert Druce, Katherine Emmet, Otis Sheridan, Lewis Waller Clarence Derwent, Charles Howard, Doris Rankin, Francine Dowd. Directed by Edmund Goulding.

Miss Carroll, as the daughter of an impoverished countess (Alison Skipworth) who runs a notorious cabaret, give a fine performance. After the cabaret has been raided by the public prosecutor (Frederic March) the countess is sent to jail, leaving the girl without any guardian, and upon the solicitation of his mother and fiance the prosecutor gets the daughter a position in a hospital instead of sending her to a reformatory. The prosecutor develops a sympathetic love for the girl which is noticed by her former admirer (Alan Hale), the rugged bouncer in her mother's cabaret. The countess is able to gain her freedom and returns to open the cabaret. The daughter leaves the hospital and returns to her there. The prosecutor goes to try to get her to leave and is drugged by the bouncer. He is placed on the statue of a horse in the public square which arouses the ire of the daughter who gets him down and stops the scandal which would have resulted. After realizing what the bouncer had done the prosecutor seeks him out and in a fight kills him. At his trial for murder the daughter turns to his side and her testimony saves him with the usual embrace for a fadeout.

The story moves fast and with plenty of action. Direction shows some fine work and the photography is excellent. A good supporting cast proves a big help in putting this over as better than average entertainment. — Southwell.

SELLING SEATS: Sell the stars and play up the romantic angle. The title lends itself well for various exploitation stunts. All night drug stores, lunch rooms or taxicabs will tie up well. Get jewelers to display alarm clocks as "Night Angels" with stills and cutouts.

Defenders of the Law

Continental Pictures—67 Mins.

Cast: Catherine Dale Owen, John Holland, Robert Glecker, Mae Busch, Paul Panzer, Edmund Breese, Joseph Girard, Al Cooke, Philo McCullough, Kit Guard, Nick Thompson. Directed by Joseph Levering.

A none too plausible story of police and gangsters with the usual triumph of justice. John Holland as a captain of police who is in love with Catherine Dale Owen, the daughter of the commissioner, is out to get Robert Glecker, a notorious gangster. After several skirmishes the gangster is traced to his hideout, where he is holding the commissioner's daughter to bargain for his freedom, by a silhouette which he had a weakness for cutting during the lulls in his gangster operations. The place is surrounded and a demand made for the gangster to surrender, which he pretends to do. The girl rushes into the captain's arms and the gangster makes a dash for freedom. The captain makes a jump for him and they both fall into a cellar. After a long suspense a shot is heard and soon after the captain slowly appears with the girl rushing to his arms for the fadeout.

The gangster part is very much overdone and the film lacks realism throughout. Catherine Dale Owen has altogether too small a part and John Holland carries off the honors, if any. Direction could have been better.—Southwell.

SELLING SEATS: Get a silhouette cutter in the lobby. Tie up with local police. Plug best names in the cast.

Just a Gigolo

M-G-M—71 Minutes

Cast: William Haines, Irene Purcell, C. Audrey Smith, Charlotte Granville, Lillian Bond, Albert Conti, Maria Alba, George Davis. Directed by Jack Conway.

Haines in a less wise-cracking role makes him more acceptable to the majority of fans. There is a bit of the smart-aleck vein running through it, but it is not emphasized as in former vehicles. The picture borders considerably on the risque, both in dialogue and scenes, but it is not too offensive.

Bill Haines takes the part of an irresponsible young Englishman in Paris. His weakness is women and argues that any and all women are approachable. Whereupon his uncle, who desires him to marry the niece of an old friend, bets him that the girl is not the type who would permit advances and that Haines cannot prove his point in thirty days. So Haines, posing as a gigolo, becomes the girl's dancing partner without revealing his identity. He falls in love with her and doesn't want to carry out his bargain. The girl learns of the scheme and through a clever ruse beats him at his own game.

The picture is adapted from the successful stage play, "Dancing Partner." It's pretty good entertainment for grownups, but not much for the kids.—Steen.

SELLING SEATS: Advertise a different Wm Haines, telling your patrons the usual line of wise-cracking is missing. Work a tie-up with the popular song of the same name. There is good comedy in it and play up that angle. It is also plenty sexy, and if sensational copy gets by in your house, use it.

THE LAST WORD

THEY'LL COME, IF---

ON a recent Monday night when the thermometer was at 100 we sauntered into a neighborhood theatre that we knew had a good cooling system. We had started for another theatre, whose cooling system had been a pleasure to us on previous hot nights, when suddenly we remembered that the attraction at the neighborhood house was one we had missed in its first run and wanted very much to see. On entering the theatre we expected to find the usual Monday night emptiness, particularly since the weather was extremely hot and since the picture had opened with a matinee and night run the previous day. But to our amazement we saw the 1500 seats of the house filled. There must have been turn-away business at the Sunday shows. All of which adds to our contention that the public has the money to spend and will spend it for good shows, hot weather or cold.

* * *

AN EXCEPTIONAL "SHORT"

WE had occasion recently to see the first two reels of Warner Bros.' interesting series called "Adventures in Africa" and we enjoyed it immensely. There is more action in these two reels than in a recent road show feature, five times as long, that has its setting in the same country. Here is thrilling action-stuff that audiences will go for in a big way. Its photography is nothing short of remarkable and some of the natural action caught is astounding. If the remainder of the series is as good as the first episode, exhibitors playing these two-reelers have something worth playing up with feature billing. Short subjects of this type are a welcome need to the many current feature releases that seem utterly void of action.

* * *

MORE AND BETTER COMEDIES

MANY of the current features that are given all to drama are without comedy relief or, if they have it, it is so ambiguous that it serves no purpose at all. Short comedies, as relief to such features, would seem to be the order of the day. But, with so many of them patterned after vaudeville acts and void of the old comedy hokum (not necessarily slapstick) that made the silent comedies successful laugh provokers, there is little from which the exhibitor may choose. Aside from the cartoons, of which every producer has some scheduled, there seem to be but two companies making really good two-reel comedies. Along with the slogan of the industry for "bigger and better features" there ought to be one calling for "more and better two-reel comedies."

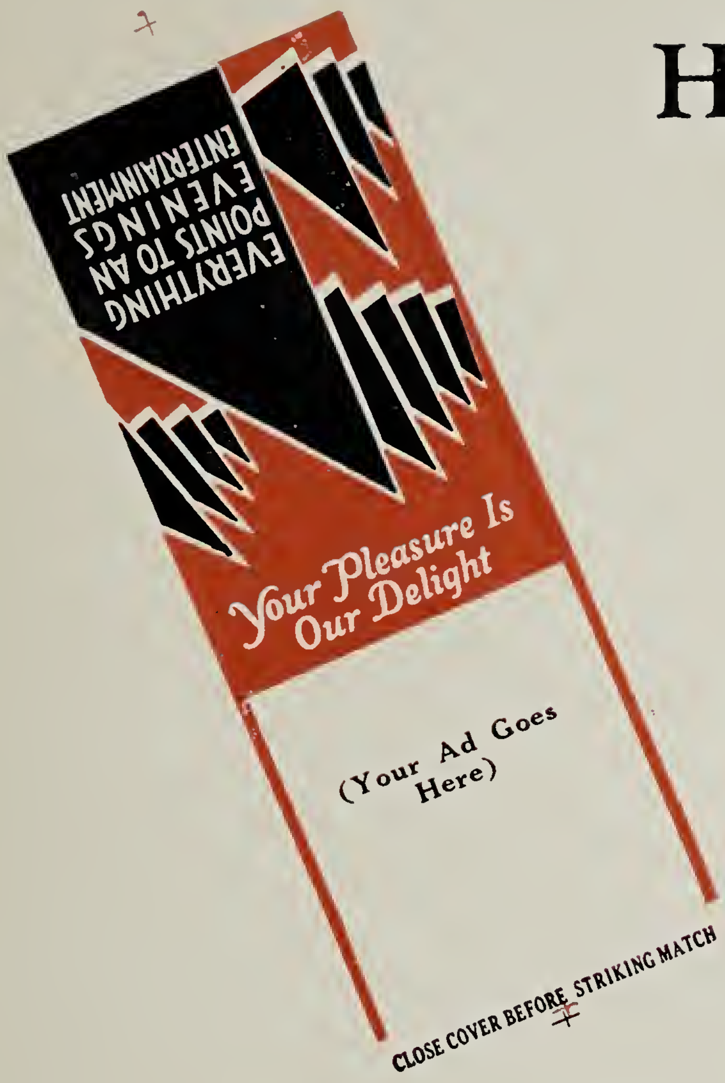
Ben Shlyen

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN President
H. F. STEEN Vice-Pres.
AL F. STEEN Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ________________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ______________________________________

Theatre ___________________________________

Town ______________ State ____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

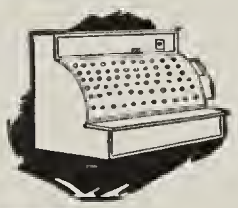
YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

DON'T

Short-Change Yourself!



Get ALL the Light Your Money Can Purchase by Using a

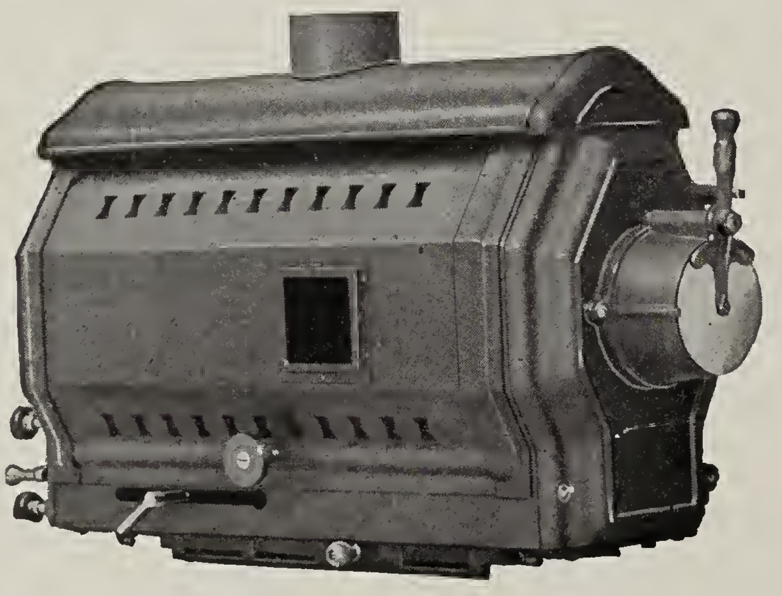
Brenkert

Low Current Reflector Lamp

Produces an abundance of white, evenly distributed light at the lowest operating and maintenance cost.

IN USE FROM COAST TO COAST

Manufactured by one of the oldest manufacturers in the industry — Distributed by Progressive Independent Supply Dealers.



Ask Any User

Write for Literature

A Brenkert PRODUCT

CORRECT DESIGN—PRECISION CONSTRUCTION

BRENKERT LIGHT PROJECTION CO.

Engineers & Manufacturers

ST. AUBIN AT EAST GRAND BLVD., DETROIT

Mr. Exhibitor

Inform your local merchants of the advantages of screen advertising.

RADIO-MAT
PATENTED

Project Neighborhood Business Advertisements on your screen.

This will help everyone—then watch business pick up.

Easily and Economically done with
RADIO-MAT SLIDES

RADIO-MAT SLIDE Co. MAKERS NEW YORK

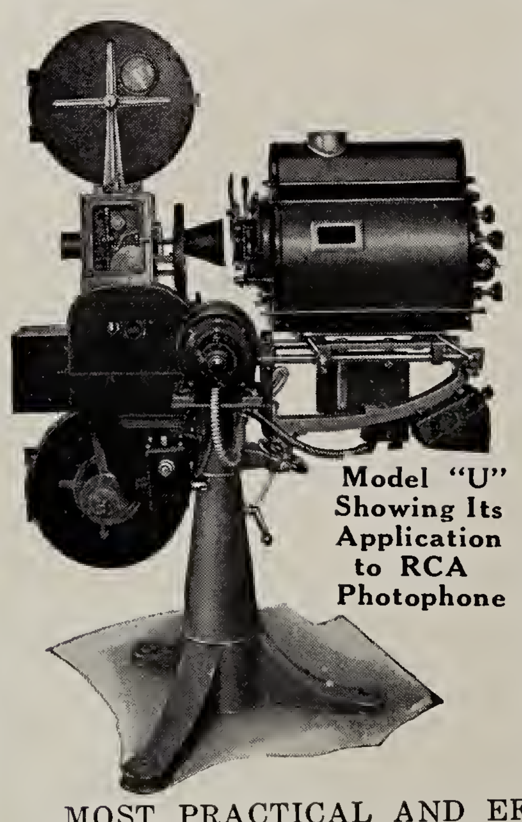
IS THE STATIONERY OF THE SCREEN

It reaches as many as the radio and costs far less when done the RADIO-MAT way.

FOR SALE BY ALL LEADING DEALERS

RADIO-MAT SLIDE CO., Inc.
Manufacturers
NEW YORK CITY

NEW MODEL "U" **SUPERIOR Projector**



Model "U" Showing Its Application to RCA Photophone

Universally Adapted to all types of SOUND REPRODUCER EQUIPMENT for either Film or Disc Recording.

Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.

Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by

Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.

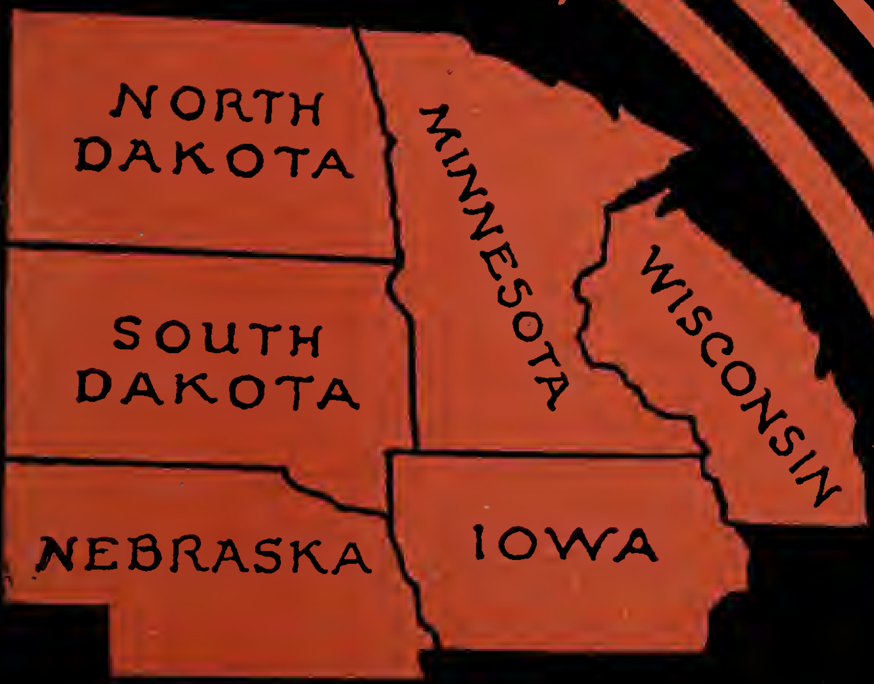
JULY 14, 1931
VOLUME XII NUMBER 8

MOVIE AGE

WM. FAVERSHAM GIVES SCREEN A KNOCK

PANTAGES IN MINNEAPOLIS MAY BE REOPENED

FILM BOARD TO HOLD ANNUAL OUTING AUG. 7 AND 8


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

RECORDS

Synchronous ▲ ▲ ▲ ▲ ▲

RECORDED ESPECIALLY FOR THEATRES

PROCESSED BY COLUMBIA PHONOGRAPH CO. . . . 12 INCH . . . DOUBLE FACED FOUR SELECTIONS PER RECORD — TWO SELECTIONS PER SIDE. EACH SIDE RUNS ABOUT SEVEN MINUTES.

ORGAN RECORDS

Exit—Intermission—Chaser—Trailer

33-1/3 R.P.M. — SYNCHRONOUS

By WESLEY TOURTELOTTE
Internationally Famous Organist.

$2.25 per record - - 6 for $12.00

PROGRAM NO. 28

MARCH OF THE TOYS
SECOND REGIMENT MARCH
TO MAKE A LONG STORY SHORT
WOULD YOU LIKE TO TAKE A WALK

PROGRAM NO. 29

STILL WAS THE NIGHT
GO HOME AND TELL YOUR MOTHER
LONELY FOR YOU
HAVE YOU FORGOTTEN THE NIGHT

PROGRAM NO. 30

HOSANNA
HE'S MY SECRET PASSION
March—IN A PERSIAN MARKET

PROGRAM NO. 31

SONG OF THE VAGABOND
SING SOMETHING SIMPLE
KEWPIE
YOU BROUGHT A NEW KIND OF LOVE TO ME

PROGRAM NO. 32

WHISTLING IN THE DARK
IN A CAFE ON THE ROAD TO CALAIS
BEYOND THE BLUE HORIZON
BABY'S BIRTHDAY PARTY

PROGRAM NO. 33

SHUBERT'S MARCHE MILITAIRE
PARADE OF THE WOODEN SOLDIERS
DANCING TAMBOURINE

EARL BURTNETT and his Biltmore Hotel Orchestra

At an Amazing Low Price of **$2.25** Per Record

Or Entire 7 Records at a Special Price of . . . **$14.00**

PROGRAM NO. 7

WALKING MY BABY BACK HOME
FOOL ME SOME MORE
I GOT RHYTHM
MY IDEAL

PROGRAM NO. 8

CHEERFUL LITTLE EARFUL
TEN TEN TENNESSEE
TRULY
I SURRENDER, DEAR

PROGRAM NO. 9

YA GOT LOVE
EMBRACEABLE YOU
CAN THIS BE LOVE
SKIRTS

PROGRAM NO. 10

YOU'RE DRIVING ME CRAZY
CANADIAN CAPERS
IMAGINE
I FOUND WHAT I WANTED IN YOU

PROGRAM NO. 11

PEANUT VENDER
GIGOLO
HELLO BEAUTIFUL
MY RELIGION IS YOU

PROGRAM NO. 12

ANCHORS AWEIGH
BODY AND SOUL
HE'S NOT WORTH YOUR TEARS
STARDUST

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Faversham Raps Screen

Over-Emphasis of Sex Plays Hurting Pictures, Veteran Star of Stage Declares.

Unless motion picture producers take a lesson from the experience of the legitimate stage and start producing plays to which parents can take their children without shame, the movies soon will find themselves in the same dumps as the legitimate stage which has gone to the dogs because of filthy sex plays.

This is the assertion of William Faversham, noted veteran stage star and producer, who is in Minneapolis to appear as a guest star in a University of Minnesota production.

"There hasn't been a good decent play written in the last five years," says Mr. Flaversham. "New York producers seem to believe that the public will not go to a play that hasn't a bedroom scene. That type of play may attract in New York City, but it will not do so elsewhere. The tastes of New York City are far different from those of the remainder of the nation.

"Even in New York City however, the 'bedroom play' is losing out. Unless the producers soon abandon it and start staging decent plays, they will kill the legitimate stage entirely.

"Too many motion pictures are stressing the sordid side of the sex angle. The public is being driven away from the movies by this sort of fare and unless producers soon experience a change of heart they will have alienated so many patrons that the film industry, if it is not altogether doomed, will find itself in a bad way.

"How many pictures are there today suitable for young girls and boys? How many are there to which parents can take their children without any after regrets? It behooves producers to take a leaf out of the legitimate stage's book."

May Reopen Minneapolis Pantages

Los Angeles Attorney Reported to be Planning Reorganization of the Circuit.

Plans are under way for the reopening of Pantages Theatre, Minneapolis, which has been dark for practically an entire season. Believed to be acting for a group of Los Angeles attorneys who expect to take over the theatre holdings of Alexander Pantages and reorganize his vaudeville circuit, E. C. Bostick, who managed the house before its closing, has been interviewing officials of the stage hands' union to learn the most favorable terms obtainable.

The attorneys would take over the Pantages theatrical holdings in payment of fees due to them for defending him in recent criminal actions in which he has been involved, according to reports from the west coast.

(Continued on page 5)

Annual Outing

Of Film Board of Trade Is Set for August 7 and 8; Hope For Big Attendance.

August 7 and 8 have been set as the dates for the annual outing of the Minneapolis Film Board of Trade which will be held at Detroit Lakes, Minn.

Northwest exhibitors and their families will be invited to attend the outing as the guests of the distributors. There will be games of all kinds, including golfing, fishing and a general all-around good time for everybody.

The annual outings serve to cement good feeling between the distributors and exhibitors. The entire film trade looks forward to them eagerly every year.

RUMOR SET BACK

Milwaukee RKO House Closed July 12

Milwaukee, Wis.—Rumors that Fox would take over RKO's Palace-Orpheum Theatre here have received somewhat of a set-back with the announcement that the Palace was closed July 12 for the summer months.

At the same time Fox's Strand at Madison was closed July 5 for the summer months and has reverted to RKO. The theatre will be remodeled during the summer and reopen about September 1, according to J. Wm. Deubach, district manager.

ROBBERS BUSY

Wisconsin Theatres Are the Victims

Milwaukee, Wis.—Burglars were busy in and about Milwaukee over the Fourth. The most sensational robbery was the holdup staged at Fox's Wisconsin Theatre, local downtown house, when a young bandit held up L. J. Howard, manager of the theatre, in his office and escaped with $400. Between $7,000 and $8,000 was secreted in a vault which the bandit failed to get.

Two houses in the state were entered, both operated by the Community Theatres, Inc. At Burlington the Plaza Theatre was entered and $400 taken from the safe and at Delavan the New Pastime was robbed of between $800 and $900.

Successful Pictures

By M. E. CUFFEL, Editor

In an interview in Minneapolis, William Faversham, noted veteran actor, pertinently warns the movie industry that unless it turns away from the sex pictures, which have been so much in evidence, and devotes itself to plays that are suitable for all members of the family, it soon may find itself in the same sorry boat as the legitimate stage. The sad plight of the latter is blamed by the famous star greatly upon the fact that a large part of its fare has been "filthy sex plays."

Mr. Faversham speaks from long experience in the theatrical business and undoubtedly he talks wisely. His warning also has been sounded by others and it has not been falling on deaf ears, it would seem. The production during the past year of such clean, wholesome pictures as "Skippy," "Tom Sawyer," "Daddy Long Legs" and "A

(Continued on page 5)

Cooler Weather Helps; First Run Grosses Up

Minneapolis (week ending July 11)—Cool weather helped business immensely and every loop theatre reported improved takings. The Minnesota did especially well, but the brisk patronage was attributed mainly to the drawing power of Nancy Carroll and Frederic March and Horace Heidt and his Californians, the latter on the stage, rather than to the picture, "The Night Angel," which was not very well liked. Trade also showed quite a spurt at the RKO Orpeum, the State, the Lyric and the Aster. "Chances" at the Lyric made an especially fine impression. "Svengali," with John Barrymore, was quite a card at Aster.

Aster—**Svengali** (W. B.), John Barrymore. **Business:** Good. **Summary:** A fine character portrayal by Barrymore in this moderately interesting picturization of "Trilby," the story of an artist's model who comes under the influence of an uncouth and elderly musician. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy and screen vaudeville.

Lyric—**Chances** (First National), Douglas Fairbanks, Jr., and Rose Hobart. **Business:** Good. **Summary:** A moving war drama about two brothers, army officers, in love with the same girl who becomes engaged to one while caring for the other. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy and screen vaudeville.

Minnesota — **The Night Angel** (Paramount), Nancy Carroll and Frederic March. **Business:** Good. **Summary:** Sordid drama of a cabaret performer who seeks to destroy the man responsible for her mother's imprisonment and who has tried to reform her. **Entertainment Merits:** 75 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum—**Up for Murder** (Universal), Lew Ayres, Genevieve Tobin, Dorothy Peterson. **Business:** Good. **Summary:** The somewhat draggy and implausible yarn about a newspaper reporter who falls in love with the society editor and kills her lover, the publisher. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news; cartoon comedy; vaudeville.

State—**"Young Sinners"** (Fox), Hardie Albright and Dorothy Jordan. **Business:** Good. **Summary:** Sophisticated, sexy stuff concerning madcap youth and their reformation; not for family audiences. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news; comedy; Bobby Jones series.

MILWAUKEE

(Week Ending July 2)

Alhambra — **Seed** (Universal), Lois Wilson and Genevieve Tobin. **Business:** Good. **Summary:** A worth-while photoplay having as its subject birth control which is handled in a tactful manner. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden — **Three Girls Lost** (Fox), Loretta Young and Joan Marsh. **Business:** Fair. **Summary:** A lively yarn concerning three country girls who go to the city. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Newsreel.

Palace—**The Girl Habit** (Paramount), Charles Ruggles and Tamara Geva. **Business:** Fair. **Summary:** Just a so-so picture with Ruggles constantly in hot water because of an excess of girls. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; RKO News.

Riverside — **The Right of Way** (First National), Conrad Nagel and Loretta Young. **Business:** Fair. **Summary:** A picture in which Nagel takes two parts, that of a successful lawyer and snob and later that of a carefree woodsman of Quebec. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville.

Strand—**Women of All Nations** (Fox), Victor McLaglen, Edmund Lowe and Greta Nissen. **Business:** Fair (ended second week). **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox Movietone News; Comedy.

Warner—**Chances** (First Nat'l), Douglas Fairbanks, Jr., and Rose Hobart. **Business:** Fair. **Summary:** An English episode of the World War well acted and directed. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Wisconsin — **Daddy Long Legs** (Fox), Janet Gaynor and Warner Baxter. **Business:** Good. **Summary:** A fairy tale type of picture that is pleasing to the audience. **Entertainment Merits:**' 90 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

ALONG FILM ROW

The Minnesota Theatre orchestra dedicated its last week's radio broadcast to Lou Breese, its conductor and the house's master of ceremonies, who was away on a vacation. "You Got Love" was the opening number. Breese's departure from Minneapolis was depicted on the screen as part of the regular newsreel.

* * *

Edmund A. Stein, music impresario of St. Paul, has been appointed by Mrs. N. N. Scott as manager of the Minneapolis Metropolitan Theatre, leading legitimate road show house, and will take charge next season, succeeding Richard Horgan. Stein is in New York now booking attractions.

* * *

George Parish has been directing the Minnesota Theatre orchestra during the vacation absence of Lou Breese, the regular director. Mr. Parish has been a member of the orchestra at this premier Minneapolis movie house for more than a year.

* * *

His services offered to the Publix and RKO houses without any takers, Wesley Barry, formerly prominent on the screen, accepted the only Twin City engagement available and made personal appearances at the Garrick Theatre, St. Paul, an independently operated house charging only 10c admission.

* * *

Eddie Prinzen, formerly Publix North Dakota district manager and Minneapolis city manager, returned to Minneapolis last week to take unto himself a bride, Hazel Palmberg, a local girl. L. J. Ludwig, Publix division manager, Minneapolis, was best man and all his friends are hoping that Mr. Lodwig, who is a very eligible bachelor, will want to go through the ceremony himself after the close-up. Following the marriage, Mr. Prinzen and his bride returned to Marion, Ohio, where the groom now is Publix city manager.

* * *

Bill O'Hare, who at one time was Publix city manager in Minneapolis and who officiates in the same capacity now for Publix in Duluth, was a Minneapolis visitor last week with his mother, who came from her home in Texas to spend a short time with him.

* * *

While on a vacation, Charles Zinn, manager of the Uptown Theatre, Minneapolis, drove into a culvert at Dubuque, Ia. His car was badly damaged, but Zinn escaped uninjured.

* * *

Old acquaintances were renewed by Eddie Bonns, personal representative for Jimmie Grainger, Fox sales head, in Minneapolis. It was Bonn's first visit back in 10 years He formerly was on the Fox sales staff in Minneapolis.

* * *

Tom Kress, who now is managing Wesley Barry, long a film star, in personal appearances, accompanied Barry to the Twin Cities last week. Kress at one time was a motion picture distributor in Minneapolis.

* * *

Mark Ross is preparing to distribute "The Viking" in the territory. The picture has received fine notices in New York and other places where it has been showing and Ross is confident that it will go over big in the northwest.

* * *

Harold Johnson and Tom Burke are ready for a big drive to put over the new Educational, Sono Art and Tiffany product in the territory. They have a fine lineup of pictures and things are humming around the Minneapolis Educational exchange right now.

* * *

Al Hoffman, United Artists exchange manager, Minneapolis, is back from the midwest divisional sales meeting, Chicago, convinced that the 1931-32 U. A. product is an unbeatable lineup of box-office pictures. He is especially enthusiastic regarding the complete exploitation plans to be furnished with each picture.

* * *

A brief has been filed by Mark Ross in his action to recover $15,000 deposited by him with Windsor Picture Plays, Inc., New York, when he took over the distribution of "Her Unborn Child" in the northwest territory last year. Windsor has refused to return the money which Ross alleges is due him, according to the complaint.

Along Movie Row

(Continued from page 4)

Nine Film Board of Trade offices throughout the country, including the one at Des Moines, have been closed. Present plans, however, call for the retention of the Minneapolis office and 22 others. Mrs. Mabel Dietz is in charge of the Minneapolis office.

* * *

Paul Stricker, representing E. R.P.I.'s non-theatrical department, was a Minneapolis visitor last week. Mr. Stricker, who hails from New York, reports a brisk demand for sound equipment from non-theatrical sources, such as churches, schools and hotels, principally for educational purposes.

* * *

A. E. Maxwell, Minneapolis manager of Electrical Research Products, distributors of Western Electric sound equipment, has been spending his vacation on the Gulf of Mexico. He is expected back at his desk this week.

* * *

A Minneapolis visitor for a few days was Fifi Dorsay, well-known Fox film star. She flew here from Louisville en route to Breezy Point for a few days' vacation. Miss Dorsay made a personal appearance Saturday at the RKO Orpheum Saturday following a dinner given in her honor at the Hotel Radisson. The theatre management met her at the depot with a police escort.

Successful Pictures

(Continued from page 3)

Connecticut Yankee," all of them great box-office successes, incidentally, would indicate this.

We have no fear that the film industry will be ruined by too much sex stuff. Producers have learned their box-office lesson from "Skippy," etc., and we are sure that forthcoming product will contain only a minimum of the sort of sex drama that is unsuitable for youth. It already is indicated that there will be more and better pictures of the "Daddy Long Legs" type the coming season than ever before.

One of the reasons that the movie industry has forged ahead is because it always has been ready to listen to the voice of its public. It has respected public opinion and endeavored to win the friendship and esteem of the men and women on whom it is dependent for its existence. The same cannot be said of the speaking stage which, in the past, has shown a disregard of good will in entirely too many ways.

F. & M. UNITS HERE

Publix Units Out; Change to Friday Opening

An important change in the operation of the Minnesota Theatre, ace Minneapolis house of the Publix northwest circuit, occurs this week when it switches from Saturday to Friday openings. At the same time, Fanchon & Marco stage units, produced on the west coast, will supply the stage entertainment in place of the New York and Chicago produced Publix units which have held forth at the theatre since its opening nearly three years ago.

With this change at the Minnesota, the only loop first run houses still having Saturday openings will be the RKO Orpheum and the 25c Publix Aster. State and Lyric Theatre openings have been on Friday for some time.

Publix officials believe that Friday openings will boost business at the 4,200-seat Minnesota. Trade picked up at the State and Lyric after those houses changed, first from Sunday to Saturday and then from Saturday to Friday.

In its newspaper publicity on the change, Publix declares that the new opening day is in line with that of other leading theatres throughout the country and will enable the Minnesota to obtain more big stage and screen stars for personal appearances.

Substitution of the Fanchon-Marco units for those of Publix is expected to result in a considerable saving for the house. The cost of the Fanchon-Marco units are understood to be in the neighborhood of $2,500 per week, whereas the New York units cost from $4,000 to $6,000. This saving will enable the house to spend more on special added stage attractions and as many big-name stars will be brought in as are available.

The Fanchon-Marco units will come to Minneapolis from Denver. From Minneapolis they will go to Milwaukee and then to Chicago.

INSTALLS RCA

Buckley Buys Another Photophone

Dan Buckley is installing RCA Photophone sound equipment in his New Redwood Theatre at Redwood Falls, Minn. He has the same kind of equipment in his showhouse at Olivia, Minn., and likes it so well that he chose it for his new theatre, according to A. L. Aved, RCA district salesman in Minneapolis.

Another RCA Photophone installation will be at the New Ray Theatre, St. Paul. D. J. Gilman is building this uptown house.

Chas. Hynes Here

Charlie Hynes, managing editor of the Motion Picture Daily, New York, a former Minnepolitan, stopped over in Minneapolis last week on his way to northern Minnesota where he is spending a brief vacation. Most of his time has been consumed by fishing.

ORPHEUM TIE-UP

Theatre Gets Plenty of Free Publicity

The RKO Orpheum Theatre, Minneapolis, had a tie-up with a Minneapolis Ford dealer which enabled it to give away a $600 Ford free to a patron last Saturday night without any cost to the showhouse. The dealer contributed the Ford in return for cards with the names and addresses of automobile owners among the audiences. Chances were given out during the week and the drawing occurred on Saturday night. On the chances patrons were compelled to state whether they contemplate the purchase of a new car and, if so, what kind, and also what sort of an automobile they are running. They also filled in their names and addresses.

A tie-up with a miniature golf course is getting the theatre considerable free amusement display advertising. Performers from the showhouses visit the course once a week after the show and play as guests of the management. In return, the course, advertises their appearance in the amusement columns of the newspapers.

The Orpheum tied in with a municipal band concert at Lake Harriet by sending three of its acts to do several numbers as part of the program. The program was broadcast over the radio and was witnessed by an audience of 10,000 people. More than 60,000 programs were distributed during the week and newspaper stories in advance boosted the theatre and the acts.

Theatre Leased

Racine, Wis. — Robert Ungerfeld, former manager of Fox's State Theatre here, has taken a lease of the Capitol Theatre, local neighborhood house. The theatre reopened under Mr. Ungerfeld's management on July 11.

May Reopen Pan

(Continued from page 3)

Joseph Schanfeld, Minneapolis realtor, in charge of the property, says that he himself has not been approached, but admits that reports have reached him regarding negotiations between Bostick and the stage hands' union. He says that Pantages and his attorneys probably are acting in the matter without advising him. The reorganization of the vaudeville circuit would mean, of course, that the Minneapolis house would play vaudeville and pictures again. With most of the available product tied up by Publix and RKO, it would be no easy task to obtain sufficient first-rate pictures to supply the theatre's needs.

Figuring interest on investment and taxes, it is thought to have cost Pantages $50,000 to keep the theatre closed for the past 15 months. Rentals from stores in the building are not believed to have been sufficient to cover the tax item.

During the latter part of the past theatrical season, Mr. Bostick was associated with A. G. Bainbridge of Minneapolis in the operation of a dramatic stock company in Seattle. After leaving the Minneapolis Pantages Theatre he had gone with RKO to manage its Seattle theatre.

Reopening of the RKO Seventh Street Theatre, Minneapolis, is a certainty, according to Morgan Ames, RKO division manager, Minneapolis. The reopening date, he says, largely depends on the weather. Plans will be discussed at the meeting of RKO division managers in New York late this month. Mr. Ames will attend the New York meeting.

There still is a possibility that the Publix Century Theatre, Minneapolis, will remain closed the ensuing season, but the matter has not been finally decided.

Buys Equipment

The Northern Theatre Supply Company has received contracts for de luxe projection and sound equipment from Edward W. Johnson who has taken over the new theatre at Floodwood, Minn. De luxe Universal sound-on-film equipment is being installed. The house will open about July 18.

Ruben Expected

Edmond Ruben, Publix divisional director, is expected back from New York this week. He has been away on business for the past fortnight. During his absence, L. J. Ludwig, division manager, has been in charge of the Minneapolis Publix offices.

New Des Moines House

Plans have been drawn for a new $50,000 uptown theatre to be built in Des Moines by Dr. L. H. Chamberlain. Actual construction will start this summer.

THE MIR
IN

the

A GREAT ST

Ranking with the biggest and best money-makers that have ever come out of Columbia — here is a poignant, heart-wrenching drama of love and reformation, a fine and beautiful story that will linger long in memory — a great picture that will smash records everywhere!

HIT AFTER HIT FROM DEPENDABL

ACLE WOMAN OF THE SCREEN
A *BOX-OFFICE* NATURAL!

BARBARA STANWYCK

in

Miracle Woman

DIRECTED BY THE MIRACLE DIRECTOR OF THE SCREEN—FRANK CAPRA

From the play by John Meehan and Robert Riskin.
With DAVID MANNERS, SAM HARDY, BERYL MERCER,
AND AN ALL STAR CAST.

A FRANK CAPRA PRODUCTION

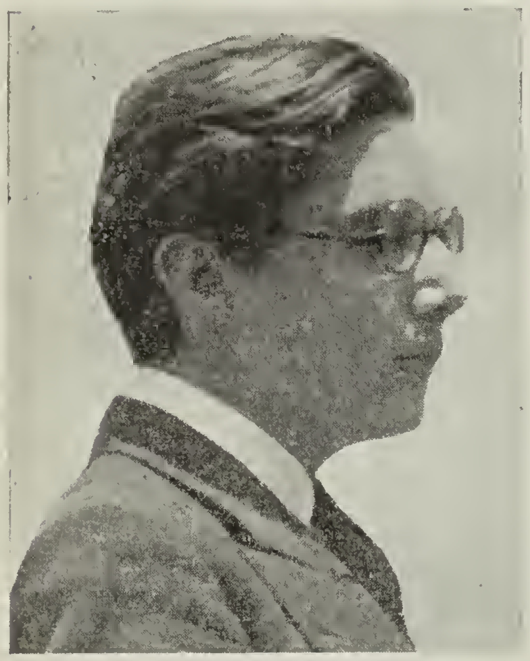
AR IN A GREAT PICTURE!

COLUMBIA PICTURES
GEMS OF THE SCREEN

E COLUMBIA!

WE MEET In HOLLYWOOD

By WARREN STOKES



M. H. HOFFMAN, JR.

The sage sayeth "Youth Must Be Served." In the case of M. H. Hoffman, Jr., youth is serving—serving youth and the old folks as well.

Young Hoffman, as he is familiarly called, is the youngest producer in the celluloid world today and he appears to be set for a splendid production record that will justify the following in his father's footsteps to a like executive position of film world prominence.

Under the banner of Allied Pictures Corporation this youngster blazes the trail with production and distribution of a series of six Hoot Gibson outdoor action pictures. His first of the series, "Clearing the Rangs," won laudable comment from the nation's critics.

Success is apparently contagious with him. One successful picture spurs him on to another. His second of the series starring Hoot Gibson is "Wild Horse," a talking screen version of Peter B. Kyne's Cosmopolitan magazine story.

"Wild Horse" is even a bigger and better production than his initial effort. In the opinion of this writer it is the best outdoor action picture to date starring Hoot Gibson. That's saying enough for any outdoor action picture, much less the fact that it is only the second offering of this young producer.

The stuff that young Hoffman has displayed in his first two productions is evidence that he is well on the way to do big things.

It is quite safe to predict that he will not be spoiled by success. He considers his calling a serious and sincere medium of expression for the ultimate entertainment and enjoyment of the people. There is no such thing as artistic temperament in his personal make-up. He searches for constructive criticism of his work rather than complimentary comments.

PARAMOUNT BUSY

Nine Pictures Scheduled for Production

Hollywood — Paramount production activities are at the highest peak in several months with nine pictures scheduled for production in Hollywood during July and three more at work in the New York studio.

Productions begun in Hollywood last week were "Notoriety," starring Ruth Chatterton; "Twenty-Four Hours," featuring Clive Brook, Kay Francis and Regis Toomey; "Rich Man's Folly," starring George Bancroft; "The Man Tamer," starring Marlene Dietrich under the direction of Josef von Sternberg and a special production, as yet unnamed, which is being directed by Edward Goodman.

On July 20 work will start in Hollywood on "Ladies of the Big House," featuring Peggy Shannon; "The Marines Have Landed," featuring William Boyd, Charles Rogers, Charles Starrett and Stuart Erwin, and an untitled production featuring Paul Lukas.

July 27 will see the cameras grinding on "Stadium," a football story starring Richard Arlen and featuring Frances Dee.

Meantime at the New York studio, activities are being centered on "My Sin," Tallulah Bankhead's second starring vehicle, "Wild Beauty," starring Nancy Carroll, and "Sal of Singapore," starring Claudette Colbert.

PROSPERITY SIGN

Laemmle Sees Hope in Sales Jump

Universal City—As an evidence of the general feeling of motion picture theatre owners that prosperity is just around the corner in their business, Universal Pictures Corporation announces that up to and including Saturday, June 13, the average sales of pictures in the same theatres and circuits as last year, showed the astonishing increase of 49 per cent.

This increase is all the more remarkable becaues in comparison "All Quiet on the Western Front" and "King of Jazz" were included in last year's Tom Mix pictures.

In announcing the figures, Carl Laemmle, president of Universal, said: "This is one of the most hopeful signs of the early recovery of confidence in the moving picture business. It is a sign that moving picture theatre men believe that prosperity is just around the corner. But more than anything else, it is to me the most astonishing demonstration of what can happen to a company after it has made a year's program of good pictures."

HEADS RCA SALES

E. O. Heyl Succeeds Sydney E. Abel

New York—A. E. Reoch, executive vice-president of RCA Photophone, Inc., announces the appointment of E. O. Heyl, vice-president in charge of foreign affairs, to the office of vice-president and general sales manager to succeed Sydney E. Abel, who recently resigned as head of the commercial department.

During the past eighteen months, Mr. Heyl's activities have been confined to the corporation's interests in foreign fields in which he has had a broad experience. He became identified with RCA Photophone, Inc., in 1928 at the invitation of David Sarnoff, president of the Radio Corporation of America, following extended association with a number of the country's leading industrial organizations. During the World War he was, with Julius Rosenwald, the noted Chicago philanthropist, a member of the Council of National Defense and later became a division head with Herbert Hoover when the latetr assumed charge of the United States Food Administration. Mr. Heyl brings to his new position a rich background and broad experience in merchandising in this country and abroad

---

MORE MOHAWKS

Use of Carpets Show Big Increase

Because of their growing reputation for long service under the hardest wear conditions, the Mohawk Scotia velvet and hard service Axminster carpets have been chosen for five more recent theatre installations.

Four new Warner theatres—the Cinema in Cleveland, the Palace in Orange, New Jersey, the Maryland in Hagerstown and the Earl Theatre in Washington, D. C.—have lately been equipped with Scotia velvet carpet, using a total of 4,820 yards in all. Mohawk hard service Axminster was selected for the redecoration of the Warner Riverside Theatre in Bristol, Pennsylvania, which required 135 yards.

All of these installations were made through Continental Theatre Accessories, Inc., New York.

Borrow Lukas

Universal City—With "Strictly Dishonorable" all ready to go into production and John Boles incapacitated with a badly ulcerated tooth, Carl Laemmle, Jr., appealed to Paramount to let Universal have Paul Lukas for the role of the Count. Paramount found that it could arrange Lucas' schedule in order to permit him to play the role.

TO MAKE MUSICAL

RKO Accepts Vote of Film Salesmen

Hollywood — Satisfied from a survey made by film salesmen that musical productions are desired by the public, the RKO-Radio Pictures studio has speeded plans to film George Gershwin's "Girl Crazy."

The first definite step in this matter was taken by William LeBaron, vice-president in charge of production, with the announcement that Kitty Kelly, a contract player, had been assigned to the picture which is to co-star Bert Wheeler and Robert Woolsey.

The comedy team, now vacationing in Europe, will return before the end of August when both the cast and screen treatment will be in readiness for shooting.

Decision to make the musical depended on a favorable vote by the company's film salesmen. This was obtained at the recent sales convention held at the studio.

Selection of director and further casting are to be held in abeyance until shortly before the arrival of Wheeler and Woolsey.

SIGNS FAVORITE

Clara Kimball Young to Monogram

Hollywood—W. Ray Johnston, president of Monogram Pictures Corporation, who is on the coast for a conference with Vice-President Trem Carr, has signed Clara Kimball Young, the favorite of silent pictures, for the leading role in "Mother and Son," dealing with a popular theme. It deals with Reno, but avoids the divorce angle.

Another Monogram western will go into production the first of this week. It is "The Montana Kid" and stars Bill Cody and Andy Shuford. This is the fifth release on the Monogram program.

"DREYFUS CASE"

Columbia Will Distribute Film Here

New York — Negotiations have been completed whereby "The Dreyfus Case," the stirring film drama, which recently created a sensation abroad, will be distributed to the screen by Columbia Pictures Corp. in the very near future. For the sake of accuracy of historic facts, upon which this great romance of intrigue is based, and that advantage might be taken of the guidance of such persons as Captain Dreyfus and others who played a prominent part in the conviction and liberation of an innocent man, "The Dreyfus Case" was produced in Europe rather than America.

Side Agreements Not Legal

And All Terms of a Contract Must be in Writing, Film Salesmen Are Told.

New York — Film salesmen of every major distributing organization have received definite instructions from their sales managers that every term in a film contract for film service must be made in writing and that all verbal or "side" agreements are not valid or legal.

This move is said to be a part of a plan by the distributors to aid the Copyright Protection Bureau in its efforts to stamp out three evils in the buying and selling of motion picture film. These evils are, according to the bureau: Bicycling, unauthorized holdovers and fraudulent returns on percentage engagements.

Fines are being assessed exhibitors daily for violation of one or more of the above points, the managers declare.

Fox-Loew Combine Ordered Out

Judge Knox Says Fox Must Divest Itself of All Control in Loew's, Inc.

New York—Federal Judge John Knox of the U. S. District Court has ordered Fox Films to further divest itself of control in Loew's, Inc. This is taken as an indication of the determination of the government to prevent inter-control combinations among major film companies.

Judge Knox has issued a supplementary decree which also directs that Chase Securities Corp., as successor in interest to Fox Films and Fox Theatres, divest itself of all shares of voting stock in Film Securities Corp., which controls Loew's, Inc., by transferring these shares to three disinterested trustees.

The decree further provides that Chase Securities and Film Securities shall be subject to all injunctions and restraint previously imposed upon Fox Theatres and Fox Films under the terms of the final decree entered last April.

Musicals Under Way

In Major Studios; But Return Will not be Loaded With Songs and Dancing.

Hollywood—A survey of productions on the new season's programs discloses the fact that musicals may be due for a comeback. It is doubtful if there will be the avalanche that fell upon the industry immediately following the coming of sound, but it is evident that the 1931-32 line-ups will show a slight trend back to musicals and pictures with musical sequences. Tunes and dancing will be worked in in a more logical manner, the survey reveals.

Paramount will have three pictures which can be termed as musicals. Three also are planned by United Artists, one of which, "Palmy Days," is completed. M-G-M has two in preparation, while Radio has seven with musical backgrounds. Universal, Sono Art, Fox and Warners have at least one picture of a musical nature included in their programs.

Color Newsreel

New York—A newsreel in color is the next step for Paramount News, according to Emanuel Cohen, editor. Production of the reel is contingent upon the laboratory speed on prints and their cost, he said.

ADDS TO BUDGET

"U" Appropriation Up One Million

New York—Universal has added $1,000,000 to its production budget for next season, it was announced last week. Carl Laemmle explains that the amount will be added to the appropriations made for nine features on the new schedule.

SEEK CONTRACT O. K.

Lightman to Confer With Dept. of Justice

Washington—M. A. Lightman, M. P. T. O. A. president, and other exhibitor leaders will confer with members of the Department of Justice this week in an effort to convince the department that exhibitors want the new standard exhibition contract placed in operation.

The major distributors have stated they would put the contract into effect providing they were assured the government would not throw it out as violating the spirit of the Thacher decrees.

4 From W. B.-F. N.

Warners - First National announce teh general release of four features this month. The first of these was "Big Business Girl" with Loretta Young and Ricardo Cortez on the 4th; "Smart Money" with Edward G. Robinson and James Cagney on the 11th; "Chances" with Douglas Fairbanks, Jr., and Rose Hobart will be released on the 18th, and "Children of Dreams" with Margaret Schilling on the 25th. The booking demands on all four pictures are reported heavy.

More "Memories"

New York—"Movie Memories," the shorts issued by Chesterfield cigrettes through Paramount, will be continued under the name of "Screen Souvenirs." There will be no advertising connected with the series.

M. P. Dividends

New York—Dividends paid by motion picture companies in June amounted to $3,904,356, according to the Standard Statistics Company, of New York. Total cash dividend payments made by domestic corporations in June were $412,327,778.

Suggest Plan to Stop Duplication of Types

Hollywood — Frank Woods, of the Academy of M. P. Arts and Sciences, urges a system to curb the "mad rush to duplicate any particularly successful type of picture story." In a further discussion of his paper, entitled "Improvement of Screen Entertainment," which he read before the recent convention of S. M. P. E., Woods suggests a plan for the needed reform. It will require concerted action by the producers with the logical assistance of the Hays organization, he says.

By maintaining a bureau of information to whom all producers would report their contemplated pictures, the organization would be in a position to warn producers of dangers ahead, declares Woods. For example, when a company reports another gangster picture being planned, it would be informed that 16 gangster films had already been reported, and this might be instrumental in checking too many pictures of the same kind.

An effective system to eliminate the duplication evil would do a great deal, it is stated, to remove the growing complaints of film patrons that too many screen stories follow the same pattern.

EXPANSION

New M. P. T. O. A. Units To Be Added

New York—M. A. Lightman, president of M. P. T. O. A., is in New York to discuss expansion of the organization. State units which are not affiliated with either M. P. T. O. A. or Allied will be lined up with his association, he said. Formal announcement of the expansion program will be made shortly.

AID TO METZGER

Hal Hodes to New Columbia Post

New York—Because of the increased activities in Columbia sales division and the added responsibilities devolving upon Lou Metzger, director of sales, Columbia Pictures announces that a new post—executive assistant to Lou Metzger—has been created. Hal Hodes has been assigned to the office.

24 From Action

Hollywood—Twenty-four melodramas will be produced by Action Pictures during the new season, it has been announced by Cliff Broughton, president. The pictures will be turned out at a rate of two a month. The first picture is "Sky Rider," which is being directed by Richard Thorpe.

THE OLD FIGHTIN' COCK HAS THE STARS!

AND SHORTS THAT ARE STAR-SPANGLED!

FLOYD GIBBONS (the Headline Hunter)
THE MASQUERS (100 Stars in Each Comedy)
JIMMIE GLEASON • BENNY RUBIN • FRANK McHUGH
EDGAR KENNEDY • LOUIS JOHN BARTELS • JUNE MacCLOY
MARION SHILLING • DAPHNE POLLARD

PLUS THESE ADDITIONAL STAR-SHORT SUBJECTS!

AESOP'S FABLES • VAGABOND ADVENTURES • GRANTLAND RICE SPORTLIGHTS • PATHÉ REVIEW • PATHÉ NEWS

AND TOM KEENE IN 6 GREAT WESTERN FEATURES!

The Old Fightin' Cock crows every Friday night at 10:30 N. Y. time, RKO THEATRE OF THE AIR—NBC hook-up of 44 coast-to-coast stations!

CONSTANCE BENNETT
ANN HARDING
HELEN TWELVETREES
INA CLAIRE
BILL BOYD
EDDIE QUILLAN
ROBERT ARMSTRONG

7 OF THE MOST DEPENDABLE STARS ON THE SCREEN!

There are stars and there are stars, but it takes the Old Fightin' Cock to gather that Lucky Seven! Glamorous Constance Bennett in four pictures. Beautiful Ann Harding in four. Dramatic Helen Twelvetrees in four. Smart Ina Claire in one. Virile Bill Boyd in four. Charming Eddie Quillan in four. And Robert Armstrong to add star-flavor to many of these productions!

RKO PATHÉ

RKO PATHÉ

THIS WEEK *in* HOLLYWOOD

By JOE BLAIR
Studio Representative,
Associated Publications, Inc

SHE must have said YES to the right one and NO to the wrong one.

Anyway, figure it out for yourself, but the fact remains that one of the large studios in Hollywood squandered several thousand dollars on one of its overnight (?) stars.

Oh! How they did publicize this baby. She was neither from the stage or screen but that didn't make any difference. After drawing down a fabulous salary and doing nothing for more than eight months, something went wrong. The roles she was scheduled to enact were given to another and all at once her huge publicity campaign ceased.

Now she is in the "dog house," it is said, waiting for her contract to expire.

* * *

Andy Clyde is going to be starred in 12 comedies during the forthcoming season, according to announcement by Mack Sennett. This capable comedian has built up a splendid following throughout the country and is worthy of stellar honors.

* * *

Clarence Brown has been assigned to direct Marie Dressler in "Emma," a new Dressler vehicle written especially for the star by Frances Marion, author of "Min and Bill." Do not be surprised to see Director Brown pilot this marvelous actress to far greater cinema honors than have already been bestowed upon her.

* * *

M. H. Hoffman announces a new list of pictures that are to be made for the state rights market. "File 113," "Madame Bovary," "Vanity Fair," "A Parisian Romance," "Anna Kerenina" and "The Iron Master." These are to follow the completion of the current Hoot Gibson series.

Walter Huston's press agent, who, by the way is a charming little fellow, would have us believe this about his boss: While in Ireland recently, Huston had supper served in his room. An exceedingly pretty Irish maiden caused Walter to flee into his bedroom and lock the door when she asked: "Will I strip now?" (meaning to clear away the dishes). Well, believe it or not!

* * *

Lina Basquette has been signed to play opposite Hoot Gibson in "The Hard Hombre," an M. H. Hoffman production for Allied Pictures. Otto Brower, former Paramount director, will wield the megaphone.

* * *

SAM MINTZ, ace screen writer, has been signed to a new contract by Paramount, according to announcement. Mintz, whose outstanding original screen play "Skippy" gladdened the hearts of thousands of exhibitors, is a capable writer. He has a long list of box office successes.

* * *

John Miljan, playing a naval officer in Metro-Goldwyn-Mayer's "Hell Divers," has a role that he's right at home in for once. He served the duration of the war in the Marine corps. Miljan's work before the camera is as consistent as it is reliable. He can always be counted on to turn in a good performance.

* * *

Howard Estabrook, Radio Pictures' scenarist, who recently completed the screen story of "Are These Are Children?" a Wesley Ruggles story now in production, is at work on "Frontier," a story of the West in the frontier days. Estabrook prepared "Cimarron" for the screen.

Exhibitors! Just to show you the mistakes our studios continue to make, three or four singing musical talkies are scheduled to be produced immediately. Everyone knows the public is fed up on singing pictures and there is no crying need for them right now. The producers talk of bringing them back—but will they? Singing musical films can only succeed when they contain song hits; people with screen personality who can really sing and a story better than usual. However, these simple ingredients are too complicated to receive attention.

* * *

Humphrey Pearson, who writes original stories for the screen, has been assigned the screen treatment and dialogue for RKO-Pathe Pictures' "Sour Grapes," a play by Vincent Lawrence. The picture, which is scheduled for production early in August, will feature Mary Astor, John Halliday, Jill Esmond and Laurence Oliver. Pearson wrote several originals for Warner-First National during the past year, foremost being "On With the Show."

* * *

Rowland V. Lee has been signed by Columbia to direct "The Guilty Generation," according to information. Director Lee formerly made pictures for Paramount and more recently for Wrner-First National.

* * *

ROWLAND BROWN'S first assignment for Universal will be the direction of his original story, "Gallows." Brown was formerly under contract to Fox Studios where he directed "Quick Millions."

* * *

Albert Demond, former associate producer for Universal, is the author of a farce comedy which will be produced on New York's Broadway this fall, according to information. "Say It Again" is a tentative title of the play.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Charley's Aunt, Charles Ruggles—Excellent from start to finish. Appeals to children and adults with nothing objectionable in it.—V. E. Joslin, Majestic, Heron Lake, Minn.

Criminal Code, Walter Huston—Huston's fine acting puts this picture far ahead of current pictures. Title is against it as people thought it would be just another crook picture.—H. M. Schenecker, Liberty, Webster, S. D.

FIRST NATIONAL

Bad Man, Walter Houston—Peer business on this one. Houston plays his part very well, but the picture is not interesting.—Louis Perretta, Crescent, New Castle, Pa.

Dawn Patrol, Richard Barthelmess—A picture that holds the interest from start to finish. Should please any type of audience.—Earl Somerville, Park, Raymond, Minn.

M-G-M

Shipmates, Robt. Montgomery—Slightly above average. Picture fine, deserves extra billing. Good weather.—F. L. Lowe, Sterling Theatre, Sterling, Kas.

PARAMOUNT

Royal Family of Broadway, Frederic March, Ina Claire — A dandy picture with an excellent cast. Interesting story.—Charles Lee Hyde, Grand, Pierre, S. D.

RADIO

Escape, English stars—This is the worst piece of cheese ever shown on any screen. I was ashamed to walk down the street for a week. No story at all. A convict escapes in the first reel and is chased through the entire eight reels. Patrons walked out. Business fair the first day, but awful the next. Weather good. — Robert Wygant, Heights, Houston, Tex.

STATE RIGHTS

Hell on the Border—Best show of this type to play this territory in years. A nice dialogue picture. Good business for summer. I advise exhibitors who use this type of attraction to play it.—J. Richman, Elite and Peal theatres, Pittsburgh, Pa.

The Fourth Alarm, Ralph Lewis—This is not a big picture but it is an extra fine program picture. Fire scenes very good. Pleased our patrons 100 per cent and gets the kids. Recording on film the very best. Play it. — Robert Wygant, Heights, Houston, Tex.

Hell on the Border—Real money maker if you use this type. This state-righter is one of the neatest outfits to play my house. A good talkie western. Played to satisfactory business on two of the hottest days of the year—Chris Michaels, Strand, Pittsburgh, Pa.

Clancy in Wall Street, Charles Murray—This one pleased them all and some came twice. It's very good entertainment.—Elfrida Mass, Princess, Aberdeen, S. D.

UNIVERSAL

Dracula, Bela Lugosi — Business good. Too deep for children but will bring them in.—Louis Perretta, Crescent, New Castle, Pa.

WARNER BROS.

The Millionaire, George Arliss—Above average considering the hot weather and harvest season. Played it 3 days and it stood up fine.—F. L. Lowe, Sterling Theatre, Sterling, Kas.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________________ **Producer** ______________

Business and Comment: ______________________________

____

______________________ **Weather:** ______________

Title ______________________________

Star ______________________ **Producer** ______________

Business and Comment: ______________________________

____

______________________ **Weather:** ______________

City ______________________ **Theatre** ______________

State ______________________ **Exhibitor** ______________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Questionnaire Boosts Goodwill in School

APPEALING to the patrons from an educational standpoint, Fred Wehrenberg of the South Side Amusement Company, St. Louis, put over a good campaign in arousing interest in "The Great Meadow," when that picture played the Cinderella Theatre.

Wehrenberg wrote to the school principals and told them the producers were endeavoring to make pictures of educational value as well as entertainment and asked their co-operation in aiding the children in answering questions in a questionnaire concerning historic points connected with the picture. A screening was held for the teachers, who congratulated the theatre for booking the picture and offered their assistance at any time.

The theatre offered 25 free tickets good for ten days to the first 25 correct, or near correct, answers to the questions.

Here are the questions:

QUESTIONS

1. What author wrote the novel from which "The Great Meadow" was made?
2. Describe the pioneer homes of Virginia.
3. What kind of people were these that had settled in Virginia?
4. Why did they leave their homes in search of new land?
5. Who was Daniel Boone?
6. Why did people take his stories so seriously?
7. In what way did he influence the settlers from Virginia?
8. What did the pioneers hope to find in Kentucky?
9. How many miles did they actually travel?
10. How long did it take them?
11. How long would it take an airplane today to go that distance?
12. About how long would it take a railroad train?
13. Describe the country over which they traveled.
14. Did they find a Great Meadow when they got to Kentucky?
15. How did they protect themselves against the Indians?
16. What was the most exciting moment in the picture?

AD - it - orial

Institutional Copy

By William Jacobs

IN perusing, scanning and studying advertisements of theatres ranking from the stucco front to the metropolitan marble columned ones we found that institutional selling copy was dropped a short while after their widely ballyhooed openings.

Every theatre, we believe, regardless of its size and type has one or more outstanding features to sell. If not, it should be closed up and turned into a garage or be rebuilt.

When you cannot find institutional values to exploit, you admit failure or lack of ability. Producers today carefully consider the selling points of each production. Their staffs point them out to you in press sheets, their advance reviews and trade paper advertisements.

But only you and your staff can bring forth the selling angles of your theatre.

The aggressive, thoughtful and enthusiastic showman can easily choose and sell day in and day out one or more features about his theatre.

Here are a few suggestions of selling angles of institutional value that can be applied to most theatres:

"A palace of splendor."

"Every seat offers luxurious comfort."

"Pure, refreshing ventilating facilities."

"Sound equipment of brilliant tone quality."

"Sincere, gracious service by every staff member."

"Presenting the best pictures first," or "If it's an outstanding picture you'll see it here."

"Conveniently located."

"Prices within the reach of everyone."

"Car parking convenience."

Every ad should contain some institutional copy. At least one line in the smallest ad.

When you use extra space on some pictures, set aside a reasonable sized space in the ad for institutional copy. Sell your theatre along with the picture.

When you have an exceptional picture take advantage of its interest, by calling attention to the appealing merits of your theatre. You have it to live with every day. You have good and bad pictures at every change.

Build confidence and preference for your house by strong selling through institutional appeal.

Kiwanis Club and Boy Scouts Help

TAKING advantage of the tie-up possibilities with First National's production of Booth Tarkington's story, "Father's Son," I. Ackery, manager of the Dominion Theatre, in Vancouver, got up a campaign that produced results far beyond expectations.

While Ackery realized he had to make good use of newspaper advertising space, he felt that something more was necessary. He knew all about the picture, Leon Janney, Lewis Stone, Irene Rich and the other members of its cast and was fortified with the belief that "Father's Son" would make good any boasts he made regarding it.

With the start of his newspaper campaign, Ackery arranged for a preview of "Father's Son" to which he invited the members of the Kiwanis Club and the leaders in the Boy Scout troops in the city. He also included in his invitations the newspaper reviewers.

There were a number of other wrinkles that Ackery ironed out, such as a distribution of heralds and window cards, but it was the interest he aroused in the Kiwanis Club and in the ranks of the Boy Scouts that he feels turned the trick for him. The result of his inexpensive exploitation was that Ackery got a lot of people back in the theatre who had been absenting themselves and pleased them. "Father's Son" drew a succession of capacity audiences and Ackery is now a greater believer than ever in sane exploitation of worthwhile pictures.

Whisker Contest

ERNEST AUSTGEN, manager of the Loew's Theatre, Akron, Ohio, arranged for a tie-up with the Akron Times-Press, whereby it ran a "Trader Horn" whisker contest, using photographs of prominent people such as the mayor, city officials, and prominent business men, with a full growth of whiskers sketched on by the newspaper artist. Cash prizes and guest tickets were offered as prizes to those who could correctly identify the photographs. This contest ran for six days previous to the opening of the picture.

DON'T REFLECT GLOOM

Advice to managers of Fox West Coast Theatres, presented in that company's house organ, "The Last Word," is applicable to all small-town houses. Appeal to patronage is essentially the same, no matter what the type of theatre is.

Here is Fox West Coast's advice:

Don't let your house reflect gloom. Keep it bright and cheerful in appearance.

Make it the kind of a place that people will want to go to because its atmosphere helps them forget their troubles.

Keep up its cleanliness.

Keep it well lighted.

Keep your marquee brilliant.

Keep your brass polished and your mirrors cleaned.

Keep the uniforms on your doormen and ushers groomed and snappy.

There are other things in this connection that indirectly might foster an air of deadness. Many houses, week in and week out, front their patrons with the same style heralds; the same type screen trailers, and the same style of lobby displays.

Don't let them become stereotyped, monotonous and uninteresting, which they may become after a long period of use.

Cheerful surroundings and atmosphere is not incidental to but vitally necessary to the main purpose that a theatre serves.

Remember that motion picture playhouses are the only institutions in this land which give flattering service to those who are not wealthy.

The lights, the carpets, the drapes, the upholstery of the theatre and the polite attitude of the employes which can be bought in the motion picture houses for 25 cents and 75 cents represents the only taste of luxury that millions of the people in this country ever get.

We must keep up the air of luxury, the brilliance, the brightness, the friendliness and the staff service or we shall not get back what is coming to us when conditions improve.

Brower to Direct

Hollywood — Otto Brower, who made the first Hoot Gibson special for Allied Pictures Corporation, has again been signed by M. H. Hoffman, Jr., to meg the western star.

THE SENSATION OF THE YEAR
REAL HUMAN DRAMATIC

RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.

Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

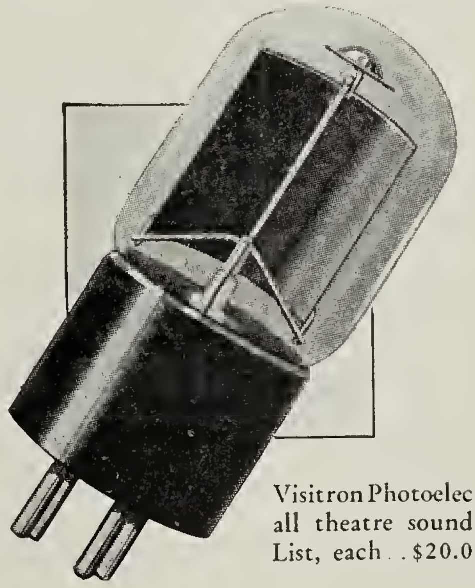
Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres

General Offices: 14 E. Jackson Blvd., Chicago, Ill.

Branch Offices in all Principal Cities



National Economy just around the corner from your theatre

Visitron Photoelectric Cells for all theatre sound equipment. List, each . . $20.00, less 25%

THIS is another example of the economies National Theatre Supply Company is rapidly bringing about for exhibitors. Through intensive marketing and economies in distribution, the consumer cost of many accessories has been gradually decreased, without lowering the standards of quality. Stabilization of markets, the elimination of waste in distribution has steadily improved the position of the buyer. National will continue its efforts to obtain better value for its customers and as rapidly as possible other economies will be brought about. . . . You can assure yourself of early participation in these economies by patronizing your National store. You'll find a cordial willingness to serve you and save you money whenever possible. BUY NOW—BUY RIGHT!

Send your orders to the National Store or call for a National Salesman. He is always at your service.

NATIONAL THEATRE SUPPLY COMPANY

1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and **send in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ____________
Star ____________
Producer ____________
Comments ____________

Title ____________
Star ____________
Producer ____________
Comments ____________

Title ____________
Star ____________
Producer ____________
Comments ____________

Exhibitor's Name ____________
House Name ____________
Town ____________
State ____________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO NEW Arctic Nu-Air fans, no motors, $250 each. Silverman Bros., Strand Theatre Bldg., Altoona, Pa. 7-21

$500 MACHINE for $35. Build that stereoptican effect machine from our parts and save the difference, like de luxe theatres. Other theatre equipment at astoundingly reduced prices. Send for lists. The Clearing House, 1243 South Main, Independence, Mo. 7-14

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRES FOR SALE

FOR SALE—Lyric Theatre, Erwin, Tenn.; best location; one competitor; 350 seats; population 5,000; disc Amplitone equipment; only three thousand; cash, $500 F. E. Perryman, Elizabethton, Tenn. 7-21

500-SEAT Theatre—Good sound equipment, cooling system, good business, 16,000 population, low rent. Other business necessitates selling. Paul McConnell, Parsons, Kas. 8-4

EQUIPMENT WANTED

WANTED — 300 upholstered chairs practically new; also two late model Simplex machines and Blizzard or Arctic Nu-Air blower. Your best price in first letter. Queen Theatre, Brownwood, Tex. 7-28

WANTED—Used motor generator, two Simplex machines, two low intensity lamps. H. L. Pruett, Centralia, Mo. 7-14

250 3-ply veneer chairs, 50 cents each; f. o. b., Independence, Kas.; one non-synchronous outfit complete $50. Mainstreet Theatre, Independence, Kas. 7-14

POPCORN

NEW YELLOW PEACHY popcorn, the king of corns developed in 1929 and 1930 has wonderful flavor, tender hullness, pops with big volume. You will like it far better than Mushroom and Dynamite; price $10 per hundred lbs. Sample pound 25c. Perfect Popcorn Supply Co., Albion, Mich. 8-4

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

SITUATIONS WANTED

PROJECTIONIST wishes steady position. Ray Petersen, 1317 Market St., Galveston, Texas. 7-21

Here is your Handy "Ad Order" Blank

Associated Publications, Inc
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following ad ________ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

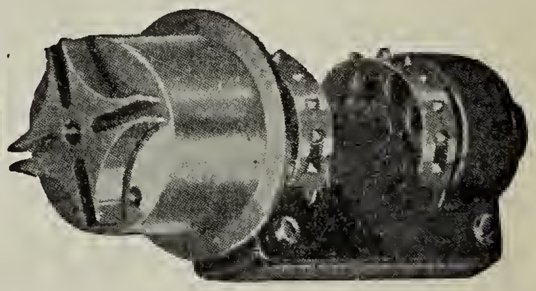
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES
and SHORTS

The Girl Habit

Paramount—75 Minutes

Cast: Charlie Ruggles, Donald Meek, Sue Conroy, Margaret Dumont, Allen Jenkins, Tamara Geva, Douglas Gilmore, Jerome Daley, Betty Garde. Directed by Edward Cline.

This one may please the fans who like hokum comedy, but for the critical audience it may not fare so well. From start to finish the picture is purely hokum comedy. There are a few good laughs but some of the situations are absolutely preposterous. Of course, the picture was made mainly for laugh purposes so these are excusable.

Charlie Ruggles is practically the whole show as a bachelor who has a weakness for the ladies. On the eve of his marriage he swears off flirting, but his sharp-eyed future mother-in-law is always on his trail and catches him in seemingly love-making situations. So it appears to her that Charlie hasn't changed and just won't keep away from the women. Exciting things really start to happen when Charlie gets mixed up with some gangsters in an attempt to recover some incriminating love letters from a modiste shop siren, whose husband is the leader of the gang. Then after some rollicking situations to escape this gangster, Baloni, Charlie finally lands in jail as a protective measure and to his surprise finds Baloni there and still doesn't feel safe. He gets out the same day as Baloni and finds the gang ready to take him for a ride and wants to go back to jail and the prison gate attendant laughs at him. Just as he is about to be bumped off the gangster's wife madly rushes to save him.

On the whole the picture is good farce comedy. Those who liked Ruggles in "Charley's Aunt" should find this good entertainment. Charlie is amusing and handles his part well, but could have been given better material. The other names, outside of Sue Conroy, are not so well known.—Jesse.

SELLING SEATS: Sell Charlie Ruggles as his name should mean something at the box office to the fans who saw him in "Charley's Aunt." Feature the hilarious comedy but in your ad copy don't mention the gangster element. Play up the bevy of girls in the cast.

Smart Money

Warner Bros.—90 Minutes

Cast: Edward G. Robinson, James Cagney, Evalyn Knapp, Ralf Harolde, Noel Francis, Margaret Livingston, Maurice Black, William House, Paul Porcasi, Polly Walters. Directed by Alfred E. Green.

Put down another winner for Edward Robinson and the title applies to what the box office will do with this one. As a small town barber with a hunch that he can beat the big city gamblers, his friends form a pool for him to try out his luck. He is cheated out of the money and becomes a cheat himself to give the gamblers a licking. Becomes a big shot as a gambler but has a big weakness for blondes, and one eventually is the cause of his downfall, resulting in his going to jail. Action, dialogue and camerawork in this one are good. Not a dull moment and while the dialogue seems a bit brisk in spots you realize that it is fitting to the occasion and really necessary for the correct atmosphere of the story. Robinson shows a character that is refreshing and while James Cagney has a rather small part he does some fine work. The supporting cast is excellent and direction could not be improved upon. Should be sure fire anywhere.—Southwell.

SELLING SEATS: Sell the star with emphasis that it is not a gangster picture. Tie up with merchants on the title "Smart Money," and what bargains it will buy. Avoid too much gambling in sales campaign.

White Shoulders

RKO-Pathe—81 Minutes

Cast: Mary Astor, Jack Holt, Ricardo Cortez, Sidney Toler, Kitty Kelly, Nicolas Soussanin. Directed by Melville Brown.

An adaptation of Rex Beach's novel "Recoil" which makes for excellent screen entertainment. It holds the interest to the final fadeout and is a powerful drama.

A rather unique situation has been made convincing and gripping by careful direction and emotional restraint on the part of the principal characters. Natural, witty conversation provides humor in the early footage, but as the story unfolds, though the dilemma in which the two lovers find themselves is rather ludicrous, the girl has so completely won the sympathy of the audience that little desire is felt for laughter.

Jack Holt scores again as a hardened mining engineer who makes millions in South America and returns to the States to spend them on wine and women. He impetuously marries one who admits that she does not love him and instead of trying to win her love, attempts to command it through countless gifts. When she inevitably runs away with a man who offers her nothing but love, the vindictive husband digs up skeletons in both their past lives which he uses to compel their continued close association after they have tired of each other. The ending is happy and satisfactory. Mary Astor is at her best in this type of role.—Warren Stokes.

Never the Twain Shall Meet

M-G-M—79 Minutes

Cast: Leslie Howard, Conchita Montenegro, C. Aubrey Smith, Karen Morley, Mitchell Lewis, Hale Hamilton, Clyde Cook, Bob Gilbert, Joan Standing, Eulalie Jensen. Directed by W. S. Van Dyke.

This is another of those South Sea Island stories with the son of wealth going native. Leslie Howard as the boy seems miscast but does good work with the part that is none too plausible. Conchita Montenegro, while not a ravishing beauty, has a certain something that makes her work stand out well as the native girl who, upon the suicide of her father, is brought to civilization only to find that she does not belong and returns to her native habitation with the boy going with her. Karen Morley as the society life sweetheart of the boy saves him from completely going native and plays her part so well that we believe she has great possibilities if given the chance she deserves. Others of the cast render good performances and with fairly good direction and some excellent photography, this one gets over a bit better than the average film of this type.—Southwell.

SELLING SEATS: Trim the lobby with tropical setting. Have a Hawaiian singer with guitar for ballyhoo. Sell Leslie Howard on past performance in "Outward Bound." Tie up with book stores on the novel by Peter B. Kyne.

SHORT SUBJECTS

Only the Girl

Vitaphone—9 Minutes

This reel is done in Technicolor and has some good musical numbers which should satisfy any audience. The title is also the name of the theme song, carrying out the idea of marriage proposals in the old days as compared to now. Vera Marsh and Buddy Wattles are the romantic team against a background of elaborate settings, enhanced by a good chorus.—S. F. D.

The County Seat

Radio—21 Minutes

Here's a good comedy number that is sure to please with Chic Sale doing his famous characterization of the good natured and lazy country type. Chic is thrown out of the home of his brother-in-law who is to negotiate a deal with a prominent auto man about to visit the town. Chic accidentally meets the big shot who is an old school mate of his and so the deal goes through.—S. F. D.

The Busy Beavers

Columbia—10 Minutes

An amusing issue of the Silly Symphonies series that gets over very well. This shows the little animals getting ready for winter and bad weather. They do their tasks to the usual dancing and music. There is a big flood and one little animal is the hero. It is up to standard of these clever cartoons and should please all types of audiences.—Steen.

Apeing in Hollywood

Tiffany—20 Minutes

A Tiffany Chimp comedy that is excellently handled and on par with the successful ones of the past. In this one the action takes place in Hollywood with the lady chimp coming from the farm to break into the movies. Then enters the farmhand sweetheart who fights the villain whom he thinks is really abusing his girl. On the strength of his good acting he is immediately contracted for a leading man.—S. F. D.

THE LAST WORD

WRITTEN AGREEMENTS AVOID TROUBLE

SOME few weeks ago a film supply salesman, just returned from a trip through his territory, phoned the writer and said that several exhibitors he had called on complained of the unfair tactics of producers and distributors in assessing heavy fines on them for violating the Copyright Law. These exhibitors also expressed surprise that their local trade journal (in this instance The Reel Journal, one of the Associated Publications group) had not done something to combat this evil that was threatening to put exhibitors out of business. We had heard nothing of the cases, so asked the exhibitors' names. Out of six given us three, whom the writer had known for many years to be honorable, square dealing men, had been heavily penalized. Their fines ran into large figures. Naturally the matter warranted investigation. So we wrote each a letter asking the facts in the case that we might bring them to light and help to correct an existing evil. We received nary a reply.

A few days later we chanced on Kansas City's film row and there met one of the men to whom we had written and another exhibitor, who formerly was business manager of the Kansas-Missouri exhibitors association. This latter party informed us that he had been fined for holding over a single-reel comedy for an extra day, stating that he had notified the exchange that he was doing this; that he had done such a thing several times before and virtually had an understanding to do such a thing whenever the occasion warranted it. We asked both to write us and give us the complete details. If they had been dealt with unfairly, we wanted the correct information so that we might intelligently handle the matter in their behalf and in the interest of other exhibitors, who had always been honorable in their dealings with exchanges and who were putting themselves liable, innocently. We've never heard another word about this matter.

An old proverb says that silence is golden. But it is likewise condemning, when men, protesting that they have been wrongfully treated, are reluctant to put on paper what they claim orally.

The Copyright Bureau, as we understand it, was formed for the purpose of stamping out an evil created by exhibitors—that of bicycling films and willfully holding them for extended runs without notice and without accounting. There have been instances, of course, where verbal understandings with salesmen led exhibitors to believe that holdovers of pictures were permissible at any time. But exhibitors should know by this time that verbal agreements are worthless.

Any exhibitor who has occasion to play a picture an extra day beyond his written agreement should obtain written permission to do so from the exchange to whom the picture belongs. If a salesman makes you a promise that he will "fix it" or "see to it," make him put it right into the contract. If you make all of your agreements in writing you will avoid misunderstandings that are troublesome and costly. The Copyright Bureau can do no exhibitor harm, if he plays his bookings in accordance with the terms of his contracts.

Ben Shlyen

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN President
H. F. STEEN Vice-Pres.
AL F. STEEN Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

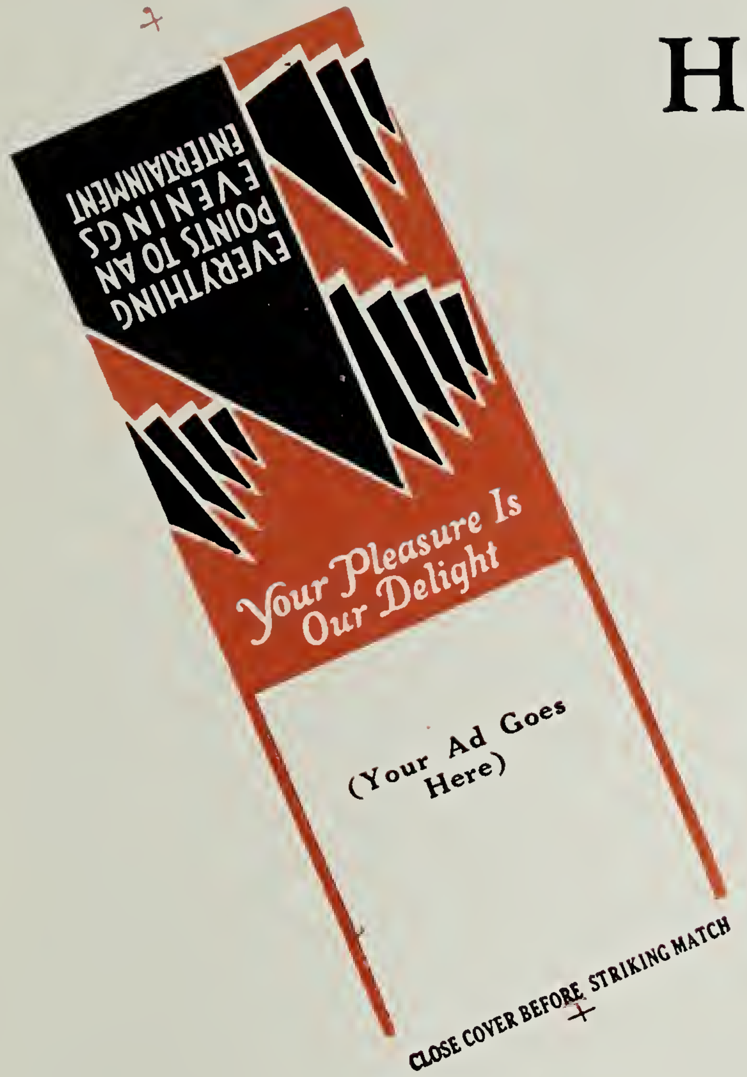
At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ____________________________________

Theatre __________________________________

Town ______________ State ______________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

YOU'LL URGE YOUR FRIENDS TO SEE THIS

(No. 730 Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

AT LAST I HAVE SEEN ONE OF THE MOST SATISFYING PICTURES IN THE world which is, at the same time, one of the hardest to advertise.

I REFER TO "MOTHER'S MILLIONS."

IN SAYING IT IS HARD TO ADVERTISE, I HAVE SAID THE ONLY HARD THING that can be said about it.

IT HAS A GREAT STAR, IN MAY ROBSON, BUT SHE IS PRACTICALLY UNknown to the younger generation; and especially to the movie fans who know nothing of the stars of the stage.

WHILE THIS PICTURE WILL MAKE HER ONE OF THE PRIME FAVORITES OF THE the screen, it will be partly your job to induce the fans to see her.

I SUGGEST YOU TREAT HER AS ONE OF THE NEWEST DISCOVERIES OF FILMLAND.

MAY ROBSON IS NOT A YOUNG WOMAN. NEITHER IS MARIE DRESSLER. Their technique is not alike, yet I venture to predict that "Mother's Millions" will create a terrific demand for any picture in which Miss Robson appears thereafter.

YOU SHOULD INVITE YOUR AUDIENCES TO SEE YOUR NEW DISCOVERY. YOU should ask them to share with you the thrill, the fun, the excitement always attendant upon the screen debut of a new star of first magnitude.

ONCE THEY HAVE SEEN "MOTHER'S MILLIONS," THEY WILL DO YOUR ADvertising for you. They will urge their friends to see it; and so will you — with a perfectly clear conscience.

I NEVER SAW A MORE SATISFYING PICTURE.

IT ABOUNDS IN THE MIXTURE OF LAUGHS AND THRILLS AND TEARS WHICH every human audience loves. It has something which no advertising can describe.

TREAT IT AS A DELIGHTFUL SURPRISE PICTURE — MAKE EVERY FAN A Christopher Columbus discovering a new screen personality — and then cash in as you deserve!

Buy UNIVERSAL and you're buying right!

JULY 21, 1931
VOLUME XII NUMBER 9

MOVIE AGE

NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
WISCONSIN
IOWA

PRICE OF WHEAT HAS EFFECT ON PICTURE BUSINESS

PANTAGES AND CENTURY TO REMAIN DARK

WAGE SCALE ADJUSTMENT SOUGHT BY PUBLIX AND RKO

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

Showmanship by a Showman!

Introducing to Live Wire Exhibitors
Our New Series

"GREETINGS"

78 R. P. M. SYNCHRONOUS or 33 1/3 NON-SYNCHRONOUS

A Good Will Builder Between Patron and Exhibitor

Let FREDDIE WARREN, phantom master of ceremonies, open your program and greet your audience with 3 minutes of "Melody and Sunshine." Your audience will grow to love him because of his individual style of presentation and personality. And for you, the exhibitor, he will extend to your audience, in his inimitable manner, a hospital welcome.

COLUMBIA PROCESS

Only $2.00 Per Record

Each Record Has Two Programs — New Release Twice Monthly

SMASH HITS OF SONGLAND

78 R. P. M. Only
Non-Synchronous

$1.50 Per Record - - 13 for $18.00

Recorded especially for theatres. Processed by Columbia Phonograph Co. These records are 12-inch, double-faced, carrying four selections per record—two selections per side. Each runs about 7 mins.

PROGRAM NO. 15
HURT
LOVE FOR SALE
DO YOU EVER THINK OF ME?
ST. LOUIS BLUES

PROGRAM NO. 16
DING DONG DADDY
SWEET SUE
I FOUND WHAT I WANTED IN YOU
BYE-BYE BLUES

PROGRAM NO. 17
THEM THERE EYES
HIGH WATER
JEALOUS
LOVE TALES

PROGRAM NO. 18
DEEP IN THE BLUES
DIANA
HAND ME DOWN MY WALKING CANE

PROGRAM NO. 19
SOMETHING TO REMEMBER YOU BY
SKIRTS
CANADIAN CAPERS

PROGRAM NO. 20
CUDDLE UP A LITTL CLOSER
DARK EYES
I SURRENDER, DEAR
JUST ANOTHER LOVE AFFAIR

PROGRAM NO. 21
EGYPTIAN ELLA
WOULD YOU LIKE TO TAKE A WALK?
I LEFT MY GAL IN MEMPHIS
IT HAD TO BE YOU

PROGRAM NO. 22
IN A LITTLE CAFE ON THE ROAD TO CALAIS
GOOD BYE, BOYS, I'M THROUGH
OUT OF NOWHERE

PROGRAM NO. 23
RELIGION IN RHYTHM
THANKS TO YOU
CONSOLATION

PROGRAM NO. 24
ONE-MAN BAND
BLUE PACIFIC MOONLIGHT
EXCLUSIVELY MINE

PROGRAM NO. 25
MOOD INDIGO
YOU SAID IT
LINDA
BY THE CANDLE LIGHT

PROGRAM NO. 26
SHE WENT HAVANA
BY THE RIVER ST. MARIE
REACHING FOR THE MOON

PROGRAM NO. 27
ONE MORE TIME
WHEN I TAKE MY SUGAR TO TEA
YOU'RE THE ONE I CARE FOR
TOOT FOR TOOTSIE

Stebbins Theatre Equipment Co.

1804 WYANDOTTE
KANSAS CITY, MO.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Drastic Cuts in Scales

To Be Insisted Upon by Circuits; Threaten to Close Local Houses Completely.

Drastic cuts in scales will be insisted upon by Publix and RKO in new contracts soon to be drawn up with the three Minneapolis crafts, the stage hands, operators and musicians. Contracts expire August 31 and negotiations regarding terms for new agreements will start shortly.

The exhibitors emphasize that a reduction in their operating costs is absolutely imperative. Returns now are from 33 1-3 to 50 per cent less than a year ago and indications are that there will be no appreciable improvement during the next year, but that the trend is more likely to continue downward or at least at a very low level.

"We paid them the limit when things were going good," one theatre circuit official pointed out. "Now they should go along with us to carry a part of the burden."

Exhibitors also are stressing the fact that living costs are fully 50 per cent lower than at the time the present contracts were made. They point out, too, that salary and other readjustments are being made in every line of industry.

Unless satisfactory agreements are reached, the circuit officials intimate that they will favor a complete indefinite closing up of Minneapolis theatres. Operations now are unprofitable, in the aggregate and likely to continue so next season it is declared so that the theatrical interests would be money ahead if they kept their houses dark.

Wheat Prices Menace to Theatres

In Northwest; Low Prices Causing Alarm in Theatrical Circles Here.

Northwest theatrical interests are viewing the declining prices of farm products and the prospects of crop failures in many sections with considerable alarm. Whereas a rising tendency had been expected the trend instead, continues downward. With the territory mainly dependent upon agricultural conditions for its prosperity and with grain, eggs and cattle in a terrific slump, aggravating a situation already grave on account of the general business depression, there is a disposition to be apprehensive regarding the coming fall and winter. Crop failures in various districts also will tend to make the bad situation even worse.

Exhibitors are pointing out

(Continued on page 5)

Remaining Dark

Century and Pantages Not to be Reopened Despite Reports to the Contrary.

With the Northwest business outlook now considered less favorable on account of the extremely low level of farm prices and no early prospects of marked improvement, Publix definitely has decided to keep the Century Theatre, Minneapolis, closed throughout all of the coming season.

Next to the Minnesota Theatre, the Century is the most beautiful Publix deluxe house in Minneapolis. During last season it was considered of equal importance to the Minnesota, charging the same 75c admission and playing the

(Continued on page 5)

NO PRICE CUTS

Publix and RKO not to Lower Admissions

It has been definitely decided that, come what may, there will be no further admission cutting by Publix or RKO in the territory this season.

Officials of both circuits say that it is impossible to reduce operating costs further to justify any further price reductions. Admissions now must be kept up to present levels even though business does not show the anticipated improvement in the fall.

While admission cuts made several months ago stimulated the volume of patronage in a number of instances, it has not tended to keep the net incomes of the affected houses from continuing to drop.

Close Elma House

Elma, Ia.—The theatre here has has been closed for the summer. The reopening is planned for September.

Quale Dies

Twin City theatrical circles are mourning the death of Ray Quale, who was prominent as a house manager for the past 12 years. He at one time was a suburban theatre manager for F. & R. and more recently was assistant manager at the Alhambra Theatre, St. Paul. Death followed an operation for acute appendicitis.

Effect of Grain Prices

By M. E. CUFFEL, Editor

NORTHWEST exhibitors properly are concerned about the low grain prices. It is little wonder that they fear that the effect on business next fall and winter will be anything but favorable. This section of the country is mainly dependent on agriculture for its economic well-being and with the farming industry at the brink of ruin there is little cause for cheer.

Until the prices of such commodities as grains are stabilized or start to trend upward, the future for the theatrical and every other line of business in this section will be fraught with uncertainty. It may be some consolation for exhibitors to know that many of those engaged in other trades will be even worse off than they. Mercantile institutions doing a credit business no doubt are especially hard hit by this turn of events.

The buying and spending power of the farmer is greatly

(Continued on page 5)

Complete "Brat"

Hollywood—John Ford has completed "The Brat," the Fox adaptation of Maude Fulton's stage triumph, featuring Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill, June Collyer and William Collier, Sr.

Loop Business Holding Up Despite Severe Heat

Minneapolis (week ending July 17) — Notwithstanding record breaking heat, business held up splendidly at loop theatres last week. Outstanding film attractions and good stage shows were the reason for the first-rate patronage. "The Man in Possession" at the Minnesota, "Smart Money" at the State, and "Sweepstakes" at the RKO Orpheum were particularly well-liked. "The Maltese Falcon" at the Lyric also won favor. A week sister was "Men of the Skys" at the Aster. James Hall, screen star, appearing in person at the Minnesota, made a fine impression as an entertainer and helped business considerably.

Aster—**Men of the Sky** (First National), Irene Delroy and Jack Whiting. **Business:** Small. **Summary:** A dull and crudely produced and directed comedy drama about a girl and her sweetheart who are captured as war spys and condemned to death. **Entertainment Merits:** 60 per cent. **Short Subjects:** Sound news, Paramount comedy, screen vaudeville.

Lyric—**The Maltese Falcon** (W. B.), Bebe Daniels. **Business:** Fair. **Summary:** A murder mystery drama that holds the interest throughodt. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Minnesota—**The Man in Possession** (M-G-M), Robert Montgomery. **Business:** Big. **Summary:** A smart and sophisticated comedy revolving around an affair of the heart; fairly scintillates throughout; excellent cast and direction. **Entertainment Merits:** 90 per cent. **Short Subjects:** Sound news, stage show, James Hall in person.

RKO Orpheum — **Sweepstakes** (Pathe), Eddie Quillan. **Business:** Good. **Summary:** A corking racing drama, implausible in spots, but consistently entertaining and fast moving, with Quillan and a good supporting cast doing nifty work. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, sound and local news.

State—**Smart Money** (Warner Bros.), E. G. Robinson and James Cagney. **Business:** Good. **Summary:** A clever comedy drama about a small-town gambler who takes the local boys and who himself finally is taken by the big shots from the metropolis. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news; comedy, Bobby Jones golf series.

MILWAUKEE

(Week Ending July 9)

Alhambra — **Seed** (Universal), Lois Wilson and John Boles. **Business:** Good (ended second week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden—**The Spy** (Fox), Kay Johnson and Neil Hamilton. **Business:** Fair. **Summary:** A story of red Russia entertainingly told. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Palace — **Forbidden Adventure** (Paramount), Mitzie Green, Edna Mary Oliver and Jackie Searl. **Business:** Fair. **Summary:** A picture that should appeal to the kiddies despite its poor title. **Entertainment Merits:** 85 per cent. **Short Subjects:** RKO News, "The Pearl Face Pup" and "The Call of Mohamed."

Riverside — **Six Cylinder Love** (Fox), Spencer Tracy and Sidney Fox. **Business:** Fair: **Summary:** A farce comedy with the theme of "Keeping Up With the Joneses." **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand — **Night Angel** (Para.), Nancy Carroll and Fredric March. **Business:** Fair. **Summary:** A romance between the daughter of a countess and a public prosecutor set forth with a wealth of picturesque detail. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox Movietone News; Comedy.

Warner — **Gold Dust Gertie** (Warner Bros.), Winnie Lightner, Olson and Johnson. **Business:** Fair. **Summary:** A picture concerned with three former husbands, a prospective fourth, a dizzy speed boat chase, a bathing suit competition, and a motif of alimony covered with a spirit of hokum. **Entertainment Merits:** 85 per cent. **Short Subjects:** Gene Dennis on stage; Universal Newsreel.

Wsconsin — **The Vice Squad** (Paramount), Kay Francis and Paul Lukas. **Business:** Fair. **Summary:** A story of a "stool pigeon" for the vice squad, well acted by Paul Lukas. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

Minnesota Theatre Business Holds Own

One of the few bright features in the northwest theatrical situation is the manner in which business has been holding up at the Minnesota Theatre, Minneapolis. This ace 4,200-seat Publix house actually is doing more business than during the corresponding period a year ago.

During the past several months Minneapolis grosses, with a few exceptions, have been highly profitable and larger than for the corresponding 1930 weeks. In theatrical circles the Minnesota is regarded as one of the country's outstanding big de luxe houses and is of the biggest and finest de luxe making a better showing than some houses in the larger cities.

Despite record-breaking heat last week, the Minnesota enjoyed splendid business with "The Man in Possession" on the screen and James Hall in person and a good show on the stage. During blistering heat a few weeks ago the same theatre did an enormous week with "Daddy Long Legs." Its business also was very big last week with Horace Heidt and his "Californians" on the stage and "The Night Angel," which, incidentally, did not take so well with audiences, the screen attraction.

The exceptional business at the Minnesota despite the depression and general poor trade conditions is attributed to the consistently high quality of the pictures and the entertaining stage shows played by the house.

At the RKO Orpheum in Minneapolis business has been holding up very well and the St. Paul RKO Orpheum also has been operating in the black. In the small towns throughout the territory, however, business is far under par for Publix and the independents, the decline being greater than seasonal.

CURRRENT RELEASES

(Week of July 19)

COLUMBIA

Miracle Woman, Barbara Stanwyck.
Screen Snapshot, No. 9, 10 min..
Curiosity, No. 12, 10 min.

EDUCATIONAL

Slide, Speedie, Slide, Mack Sennett comedy, 20 min.
Jungle Giants, Hodge Podge, 10 min.
Burns' Detective Mystery, 10 min.

FOX

A Holy Terror, George O'Brien, 56 min.

METRO-GOLDWYN-MAYER

Politics, Dressler-Moran, 73 min.

PARAMOUNT

The Secret Call, Richard Arlen, 73 min.
Magnificent Lie, Ruth Chatterton.
Honeymoon Lane, Eddie Dowling, 70 min.
Bimbo's Initiation, Talkartoon, 7 min.

UNIVERSAL

Hot Feet, Oswald cartoon, 7 min.
Danger Island, Episode No. 1, 20 min.

WARNER BROTHERS

Children of Dreams, Margaret Shilling, 83 min.

HEAT HURTING

Return of Tropic Sun Has its Effect

The return of extreme heat again is hurting business in the territory. Following the previous protracted heat wave, there was a comparatively brief spell of cool weather during which grosses improved surprisingly. With Old Sol very much on the job once more during the past week, however, another severe attendance drop occurred.

In Minneapolis heat records were broken last week when the temperature on Wednesday rose to 101 in the shade. Trade at the Minnesota, RKO Orpheum and State, refrigerated houses with strong attractions, held up very well, but at other Minneapolis and St. Paul houses and through the territory takings were anything but brisk.

New Title

Hollywood — "Nancy's Private Affair" has been retitled by Radio Pictures, and will be known as "Smart Woman". This is the Myron Fagan play wherein Mary Astor will be starred, supported by John Halliday and Robert Ames.

Remaining Closed

(Continued from page 3)

cream of picture releases. Since closing "for the summer" last May it was reopened twice for roadshowings of "Trader Horn" and "Dirigible."

By keeping the Century dark, Publix will have a better choice of pictures for the Minnesota and State, its two leading loop houses. Officials apparently feel that unfavorable business conditions make it imperative to use only the strongest film attractions available for the two theatres.

It is being found that outstanding pictures still are able to attract paying patronage. Ordinary films, however, cannot tempt the public to part with its coin in these hard times, present experience shows.

Publix officials have no plans for additional theatre closings in the territory, however, despite the gloomy outlook.

Tentative plans for reopening the Pantages Theatre with vaudeville and pictures also apparently have fallen through and it now is indicated that this important loop house, too, will remain dark for another season. E. C. Bostick had sounded out the theatrical unions regarding terms, presumably for a group of Los Angeles attorneys who were to take over and revive the circuit as retainers for defending Alexander Pantages during his recent trials. The plan seems to be dropped and it now is understood that Mr. Bostick will return to Seattle to operate the Moore Theatre with A. G. Bainbridge of Minneapolis, resuming last season's dramatic stock policy. A lack of sufficient screen product is a barrier to the Pantages' reopening, Publix and RKO having most of the good pictures sewed up for Minneapolis.

RKO still is planning on reopening the Seventh Street Theatre with a straight picture policy as soon as the weather becomes cool again. The matter of whether the house, which closed in June for the summer, will continue closed during the fall and winter is to be definitely decided, however, at a meeting of RKO divisional managers in New York late this month.

Start 2 Houses

Spencer, Ia. — Work has been started here on two new theatres being built by the Harold Finkelstein circuit of St. Paul. The local house owned by the Finkelstein circuit was recently destroyed by fire.

Lease to Parsons

Lay Crystal, Minn. — The local theatre and equipment have been leased by E. L. Parsons and his sons who will operate the showhouse. The Parsons are veteran exhibitors.

Effect of Grain Prices

(Continued from page 3)

dissipated. Of that there can be no dispute. It must be remembered, however, that present crops were produced at a much lower cost than those of the past few years. This is about the only bright feature of the situation.

When six dozen eggs or two bushels of wheat are required to raise the wherewithall for a 50c theatre admission ticket, it is about time for the financial powers, economists and statesmen of the country to get busy and at least try to work out a program to revive farming and assure other lines of industry of a small measure of well being. Let the theatrical interests use their influence to bring about a conference of the nation's best minds to solve this serious problem.

TEST REACTION

Critic to Pass on Paramount Stories

Hollywood — Audience reaction for pictures before they are produced is a new idea started at the Paramount studios with the employment of Harry Chandlee, experienced screen student and critic, to inspect every script before it is finally accepted, in order that an analysis of audience values can be made before filming is started.

Chandlee, who has followed motion picture production for many years and has studied audiences at thousands of showings, will work solely with the theatre patron in mind. Correction of each script for audience appeal, it is expected, will eliminate the necessity of retakes.

Film "Arrowsmith"

Hollywood — Helen Hayes will appear opposite Ronald Colman in "Arrowsmith," under a loaning arrangement completed by Samuel Goldwyn with M-G-M. The famous novel, for which Sinclair Lewis was awarded the Nobel and the Pultizer Prize, is being adapted for the screen by Sidney Howard.

Parkway Closed

Madison, Wis. — The Parkway, local independent house, was closed July 14. The theatre will remain dark during the summer and will be taken over by RKO in September, it has been reported. RKO now controls the first-run situation here, operating the Strand, Capitol, Orpheum and the Parkway. The house will be renovated during the summer, it is reported.

Transfers Johns

Madison, Wis. — Donald Johns, assistant manager of the Strand Theatre, which closed for the summer, July 5, has been transferred to the Fox Theatre at Marinette, Wis., as assistant manager. He succeeds Lelie Rose, who has been transferred to the circuit's Wausau house.

INDIES' BIG YEAR

Capitalize on Production Situation

Hollywood—"The Heralded crux of the picture situation predicted to come off in the fall should leave the independents on the top of the heap," was the way an executive of Big 4 Film Corporation expressed himself during an interview last week.

"Many of the stars, studios and equipment of the major companies are now idle on the Coast and independents utilizing ths talent and material, at a nominal fee, have nothing to fear next year from the big boys. As a matter of fact the large producers get nothing but good out of the arrangement, which helps to pay off fast-mounting expenses. It is one of those instances whereby an economic problem is working itself out to the advantage of all.

"It is necessary, under existing conditions, that production costs be kept down to the minimum—a difficult adjustment in an industry which has never stopped to consider expense. But there is every reason to believe that with a reduction in costs all along the line the ratio of outgo to income will assume a healthier parallel.

"As a wedge, many of the studios are uniting in contracting with writers on a week-to-week basis with a thirty-day clause. This is a step in the direction of enforced and judicious economy. The subleasing of players and studios is a further step along the same line."

Congratulations!

New York — Abe Goodman, member of the Fox advertising staff at their home office, is to be married September 10. The future Mrs. Goodman is Miss Pearl Brandeis of the accounting department of Fox.

New Maynard Title

Hollywood—The fifth completed Ken Maynard Tiffany western tentatively titled "The Arizonian" has been changed to "The Arizona Terror."

Wheat Price Menace

(Continued from page 3)

that, with prices at their levels, it takes more than two bushels of wheat to buy a 50c theatre admission ticket. In order to raise funds for the same ticket the farmer must sell six dozen eggs.

At the present price, North Dakota is obtaining less than 20c a bushel for its wheat. That is the farmers' gross income. Out of it he must pay nearly 10c per bushel for threshing thereof plus various amounts for seed, binding twine, labor, wear and tear on tractors and other equipment, insurance, taxes, mortgage interest and interest on his advance. It readily can be seen that he, therefore, is losing money on his grain, no matter how low he might have pared his production cost, while his spending power is reduced to the irreducible minimum.

The same farmer has been receiving from 6c to 9c a dozen for his egges. Cattle and other prices are similarly low.

Until the agricultural situation becomes better and prices of farm products start a sustained march forward, there can be little hopefulness in the Northwest theatrical outlook, exhibitors declare.

Fly in Ointment

The farm situation is the fly in the theatrical ointment business, according to Joe Ryan, a partner of Publix in the ownership and operation of the Lyric Theatre, Madison, S. D. With grain prices at rock bottom the business outlook for South Dakota exhibitors is not regarded as bright, he says. Mr. Ryan visited the Minneapolis Publix offices last week.

Visitors

Among Minneapolis visitors of the past week were C. J. Hiller and his son who operate the Grand and Lyric theatres at Crookston, Minn. While in Minneapolis father and son participated in the state amateur golf tournament and made good showings. Other out-of-town exhibitors who called on local exchanges included O. G. Blakeslee of Medford, Wisc., and Ray Hiller of Alexander, Minn.

Gross' Aide

Racine, Wis.—Matty Fox, who was formerly manager of RKO's Mainstreet Theatre here, has been named assistant to Mickey Gross, manager at Fox's State. The Mainstreet has been taken over by Fox and is dark for the summer.

Balsly Here

Lee D. Balsly, New York City, accessory sales manager for Fox, was a Minneapolis visitor last week. He stopped here en route to the west coast.

"COLUMBIA'S PERCENT

HITS IS THE LARGEST OF

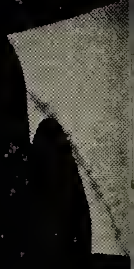
Says John J. Jones of Jones, Linick and Schaefer

COLUMBIA'S SHOWMANSHIP GROUP FOR THE COMING SEASON

1931—1932

"DIRIGIBLE"
Overshadows any other picture ever made!
•
A Frank Capra Production
•
Barbara Stanwyck in "Shopworn"
•
"Vanity Street" by Fannie Hurst
•
"Love Affair" by Ursula Parrott
•
"Blonde Baby" with Jean Harlow
•
Jack Holt in 3 dramas
•
"The Men In Her Life" by Warner Fabian
•
2 stories from True Story Magazine
•
"Then Hell Broke Loose"
•
"The Substitute Wife" by Frank R. Adams
•
"The Final Edition"
•
A Barbara Stanwyck—Frank Capra Production
•
A Jack Holt—Ralph Graves Production
•
"Pagan Lady" From Broadway Stage Success
•
"The Artist's Model" by Rupert Hughes
•
2 stories by Edgar Wallace

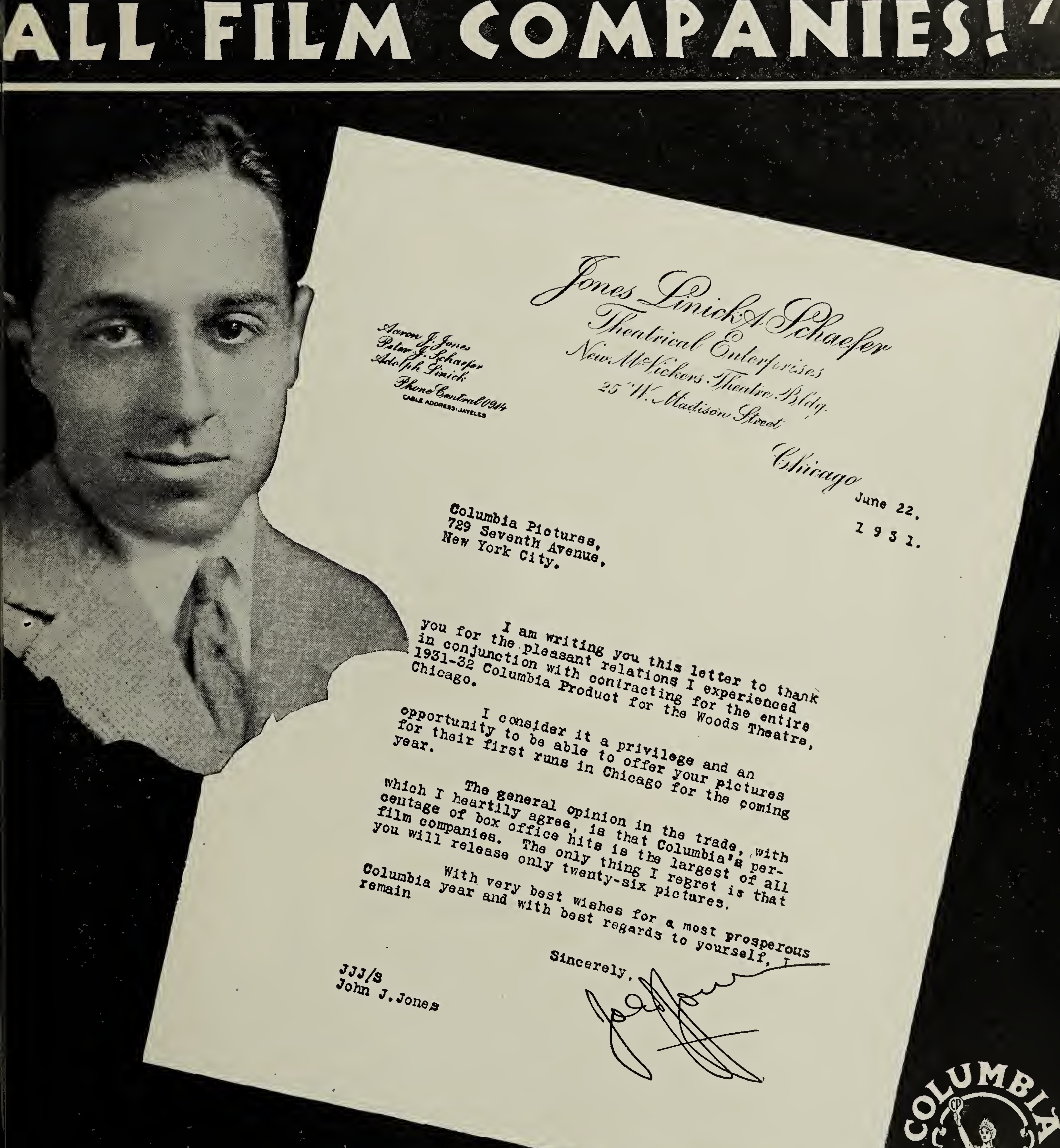
"Gentlemen For Sale"
•
"The Halfway Girl" by Hawthorne Hurst
•
"Unwanted" by Bella Muni and Abem Finkel
•
"The Guilty Generation"
by Jo Milward and James Kerby Hawkes
•
"Zelda Marsh" by Charles G. Norris
•
"Hollywood Speaks"
•
Buck Jones in 8 outdoor productions
•
Tim McCoy in 8 outdoor productions
•
Walt Disney's "Mickey Mouse" Cartoons and
"Silly Symphony" Cartoons
•
Bryan Foy's "Monkeyshines"
•
Walter Futter's "Curiosities"
Produced by Wafilms, Inc.
•
Walter Futter's "Travelaughs" Dialogue by
John P. Medbury. Produced by Wafilms, Inc.
•
"Bedtime Stories" with Eddie Buzzell
•
Charles Mintz's "Krazy Kat" Cartoons and
"Scrappy" Cartoons
•
Screen Snapshots



DON'T WAIT—SIGN YOUR CO

AGE OF BOX OFFICE

ALL FILM COMPANIES!"



Jones Linick & Schaefer
Theatrical Enterprises
New McVickers Theatre Bldg.
25 W. Madison Street
Chicago

Aaron J. Jones
Peter J. Schaefer
Adolph Linick
Phone Central 0914
CABLE ADDRESS: JAYELES

June 22,
1931.

Columbia Pictures,
729 Seventh Avenue,
New York City.

I am writing you this letter to thank you for the pleasant relations I experienced in conjunction with contracting for the entire 1931-32 Columbia Product for the Woods Theatre, Chicago.

I consider it a privilege and an opportunity to be able to offer your pictures for their first runs in Chicago for the coming year.

The general opinion in the trade, with which I heartily agree, is that Columbia's percentage of box office hits is the largest of all film companies. The only thing I regret is that you will release only twenty-six pictures.

With very best wishes for a most prosperous Columbia year and with best regards to yourself, I remain

Sincerely,

JJJ/S
John J. Jones

COLUMBIA PICTURES
GEMS OF THE SCREEN

LUMBIA CONTRACT NOW!

Less Dialogue, More Action, Talmadge Plan

Hollywood—That Richard Talmadge productions are up on their toes in ways of improving talkies to lure back the public's appetite for talking picture entertainment is evidenced by Talmadge's new plan of cutting down the dialogue to the very minimum and increasing the dramatic effects of sound and music.

Movie audiences have been literally "talked to death" in recent films which are supposed to be the "ultra" from the studios of the largest companies, according to Talmadge. That these over-dialogued pictures are not hitting, requires no genius to discover. And the reason is obvious, he says. "The supposed 'supers' in talking pictures are nothing else than converted stage plays and how can a group of movie actors (even backed by stage experience) rehearse the lines of such a play in a few minutes on the sides of the set and then step out before the camera and give the performance and hit the dramatic tempo that stage actors do on the stage, when stage plays take anywhere from two to six weeks' rehearsal before going on," Talmadge asks. He goes on to say:

"It is impossible to give the same dramatic value in a talkie as given on the legitimate stage, due largely to the lack of time in which to rehearse. It has been estimated that around 28 per cent of the entire cost of a talking picture is spent on rehearsals and in spite of this cast, but a fraction of the true value of the drama is secured. If movie actors had to rehearse a piece before the shooting of the picture in the same proportion that stage actors do before they open in a stage play, talking pictures could not be made. The cost would be absolutely prohibitive. So the director does the best he can with the limited time alloted to him to turn out his picture on schedule." Talmadge productions have forseen the handwriting on the wall. Dick Talmadge believes that the vast majority want pictures that move. He realizes that 90 per cent of the fans packed theatres for years in the days of the silent films because the camera told the story. Pictures drew the mobs without a word being spoken. Of course, effects, sound and music were a great factor in creating dramatic values. Huge and costly orchestras supplied the musical background for pictures in the silent days. Today, that same musical background can be put behind any picture, also effects to heighten the drama. But where talk was a novelty it has become a drag, Talmadge declares. Instead of getting 'em in it has and is in many cases keeping the public away from theatres, he says. In the forthcoming Talmadge productions the predominating factor will be action and movement. Effects and sound plus music will be used, but dialogue will be cut to the bone. The camera will tell the story and talk will be a negligible quantity. "Scareheads," Talmadge's current release, which will shortly start in production at Universal City, will be made on this new pattern.

8 AT RKO-PATHE

Pictures in Various Stages of Production

Culver City—Eight pictures are now in various stages of production at the RKO-Pathe studios in Culver City.

Now titled "Devotion," Ann Harding's next starring vehicle, is being directed by Robert Milton. In the supporting cast are Leslie Howard, O. P. Heggie, Olive Tell, Pat Somerset and others.

Also shooting is "Eddie Cuts In," starring Eddie Quillan, with Albert Rogell directing. Cast are Ginger Rogers, Joan Peers, Robert Armstrong and Ralf Harolde.

Director Tay Garnett is in the cutting room editing "The Mad Marriage" which will star Helen Twelvetrees, with John Garrick and Ricardo Cortez in support. Bill Boyd's next starring vehicle, "The Big Gamble," also is in the cutting room.

Preparation of Pola Negri's first starring production, "A Woman Commands," is progressing rapidly with shooting on the photoplay scheduled for an early date.

Three comedies, all short subjects, are being filmed at the present time. They are "Accidents Will Happen," starring Benny Rubin; "Easy to Get," featuring June MacCloy, Marion Shilling and Gertrude Short; and "Slow Poison," starring James Gleason.

MARIN ON COAST

Now on Production Staff of Paramount

Hollywood — Ned Marin, recently appointed an associate producer at the Paramount studios in New York, arrived in Hollywood last week to join the staff of B. P. Schulberg, managing director of West Coast production.

Marin, formerly with First National and Fox in the sales and production departments, was associated with the late F. W. Murnau's venture into the South Sea islands to film "Tabu".

ATSD CONVENTION

Supply Dealers to Meet in Chicago July 25

Affiliated Theatre Supply Dealers will hold their first convention in Chicago July 25. More than twenty independent theatre supply companies will be represented in this meeting, at which plans for the strengthening and expansion of the association will be discussed.

The following dealer-members will be represented: Queen Feature Service, Inc., Birmingham; Independent Theatre Supply Co., Boston; Capitol Theatre Supply Co., Boston; Amusement Supply Co., Tampa; Graham Bros. Theatre Equipment, Denver; Oliver Moving Picture Supply Co., Cleveland; Des Moines Theatre Supply Co., Des Moines; McArthur Theatre Supply Co., Detroit; Breck Photoplay Supply Co., Los Angeels; Monarch Theatre Supply Co., Memphis; Quality Theatre Supply Co., Omaha; Service Theatre Supply Co., Salt Lake City; Stebbins Theatre Equipment Co., Kansas City; Walter G. Preddey Theatre Supplies, San Francisco; American Theatre Supply Co., Inc., Sioux Falls; U. S. Theatre Supply Co., Omaha; Ray Smith Company, Milwaukee; Western Theatrical Equipment, San Francisco, and B. F. Shearer Company, Los Angeles, Portland, Ore., Seattle and San Francisco.

Film Poe Thriller

Universal City—Robt. Florey has been named by Carl Laemmle, Jr., as the director of "The Murders in the Rue Morgue." This mystery thriller by Edgar Allan Poe has been adapted to the screen by Leo Birinski. This will be Universal's second "Dracula" of 1932. The first to go into production will be "Frankenstein," written by Garrett Fox and Robert Florey and directed by James Whale.

GAYNOR'S LEAD

New Player Opposite Fox Star

Hollywood—Janet Gaynor will have a new leading man when "Delicious," an original story by Guy Bolton, with music and lyrics by George and Ira Gershwin, goes into production at the Fox Film Studios with David Butler directing. He is Edward Crandall, New York boy who was signed by Fox after a successful stage career which he climaxed by playing the leading role in "Give Me Yesterday."

El Brendel, who played with Miss Gaynor in her first musical picture, "Sunny Side Up," will have a leading comedy role in "Delicious."

FIVE FROM M-G-M

August List Has One More Than Usual

Culver City — No evidence of summer depression is visible in the newly-announced list of five releases from M-G-M for the month of August. This quintet of pictures represents one more than the average August output and provides what appears on paper to be one of the strongest groups of releases ever turned out from the Sulver City plant. Starring vehicles for Greta Garbo, Joan Crawford, John Gilbert, Marie Dressler and Buster Keaton promise a powerful antidote for any current box-office lassitude.

Greta Garbo's new picture is "Susan Lenox, Her Fall and Rise"—a vehicle that has received an exceptional amount of advance discussion. The new picture was directed by Robert Z. Leonard and the supporting cast includes Jean Hersholt, Clark Gable, John Miljan, Marjorie Rambeau and Alan Hale.

Joan Crawford's new production, "This Modern Age," was directed by Nicholas Grinde. Neil Hamilton has the principal male role.

John Gilbert's new film, tentatively titled "Cheri-Bibi," is based on the famous adventure story of that name by Gaston Leroux. Previous reports have described Gilbert's work in this film as a tremendous personal triumph, while classifying the picture as an exceptionally novel and gripping melodrama. John S. Robertson is the director, and the cast includes Lewis Stone, Ian Keith, Jean Hersholt, Leila Hyams, Natalie Moorhead, and C. Aubrey Smith.

Marie Dressler's "Politics" gives the star another chance to team up with Polly Moran in a fast-moving farce-comedy. In "Politics" the two comediennes appear as a suffragette seeking office and her campaign manager. The film was directed by Charles Reisner, and the cast includes Rosco Ates, Joan Marsh, John Milian, Karen Morley and William Bakewell.

"Sidewalks of New York" is the title of Buster Keaton's new starring film, and presents the unsmiling comedian as a young philanthropist who endeavors to reform a group of street urchins. Jules White and Zion Myers, co-directed, and the cast includes such names as Anita Page, Cliff Edwards, Norman Phillips, Jr., and Frank Rowlan.

Title Change

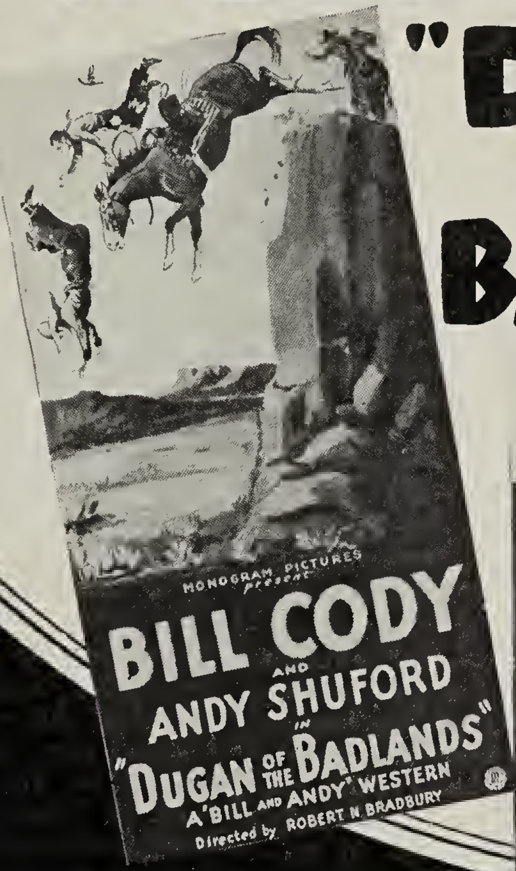
Culver City—"Sporting Blood" has been selected as final title for the Metro-Goldwyn-Mayer racing melodrama that was provisionally known as "Horseflesh."

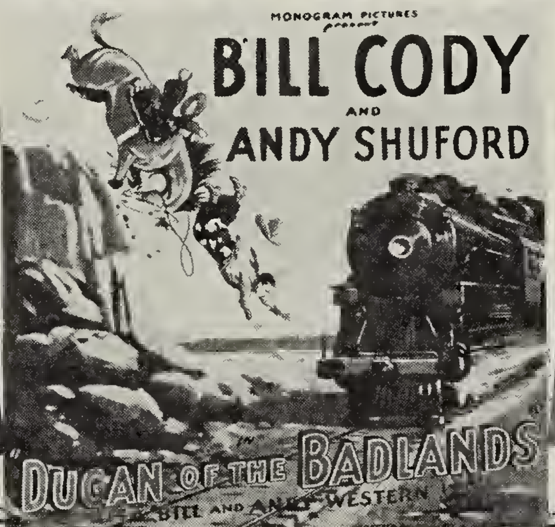
MONOGRAM'S GREATER WESTERNS

BILL CODY & ANDY SHUFORD

in

"DUGAN OF THE BADLANDS"


MONOGRAM PICTURES present
BILL CODY
AND
ANDY SHUFORD
IN
"DUGAN OF THE BADLANDS"
A "BILL AND ANDY" WESTERN
Directed by ROBERT N. BRADBURY


MONOGRAM PICTURES present
BILL CODY
AND
ANDY SHUFORD
IN
"DUGAN OF THE BADLANDS"
A "BILL AND ANDY" WESTERN

ACTION WESTERNS

TOM TYLER

in

"PARTNERS OF THE TRAIL"

8 TOM TYLER & 8 CODY-SHUFORD WESTERNS FOR 1931-32

AVAILABLE NOW AT 33 MONOGRAM EXCHANGES OR

MONOGRAM PICTURES CORPORATION

723 SEVENTH AVE., NEW YORK

FOREIGN DISTRIBUTORS: RITCHEY EXPORT CORP'N.

MIDWEST FILM DISTRIBUTORS
Omaha, Nebr.

SECURITY PICTURES, INC.
Milwaukee, Wis.

Contract Advice is Refused

By Dept. of Justice Following Conferences by M. A. Lightman and Pete Wood.

Washington — The Department of Justice has declined to give any opinion on the legality of the proposed standard exhibition contract, following conference between department officials and M. A. Lightman, president of M. P. T. O. A., and Pete Wood, of the Ohio unit. The department declares it is not 'in a position to advise on the legal rights of private parties."

The department called attention to the section of the Thacher decree reading in part as follows:

"Nothing contained in this decree shall be construed as prohibiting any defendant or any member of any defendant Film Board of Trade from performing and/or continuing to perform, or enforcing and/or continuing to enforce, by any lawful means any contractual obligation the performance or enforcement of which is consistent with the provisions of this decree. Nor shall anything contained in this decree be construed as prohibiting any defendant or any member of any defendant Film Board of Trade from selecting his or its own trade, from disposing of his or its own products, or from making any contracts with or without provisions relating to arbitration—all upon such terms as he or it may choose —provided such acts are done individually and without combining, conspiring or agreeing with any other defendant or any member of any Film Board of Trade.

"Nothing contained in this decree shall be construed in derogation of the right of the defendants, or any of them, individually or jointly, to negotiate and to agree with any exhibitors of motion pictures on a standard form of contract to be used in licensing the exhibition of motion pictures or on any standard provision or provisions to be included in such license contracts, including reasonable provisions for the arbitration of disputes arising thereunder, if done voluntarily and without coercion, and if applied only to the parties to the negotiations and agreement."

FILMS RIDING OUT OF STORM

Pettijohn Declares Following Visit on West Coast; Good Pictures on the Way.

New York—Hollywood realizes that the answer to industry problems is the production of good, box office pictures and every producer is striving toward that end, declares C. C. Pettijohn, general counsel for the Hays organization, who returned last week from the West Coast.

Every branch of the production end realizes that the box office must tell the story of the merits of the new season, Pettijohn pointed out, and for this reason all branches are working together to give the public the best in pictures.

"The answer of the motion picture industry to 'depression' must be pictures—good pictures—and I believe we are going to get them, more good ones, in fact, than in any previous year," he said. "I believe that the motion picture industry will be the first large industry to step out of the business slump, for the reason that the industry is going to have product so good that it cannot help but be sold."

Allied Reel in August

Sponsored Subjects to be Distributed Through Educational; 2,800 Contracts to Date.

New York — The Allied-Kinograms sponsored newsreel will make its initial appearance on August 28, with distribution through Educational, it was announced last week. There will be two issue. weekly.

Contracts totaling 2,800 had been signed up to last Tuesday, but it is expected that 4,000 contracts will have been signed before the end of the year. The contracts run for five-year periods, but may be cancelled after three years on 90-day notice. Allied States will benefit from the issuing of the newsreel and each of the state units also will receive financial help through this sponsored service.

Each reel will include not more than one sponsored subject. Rentals will be as low, in some cases, as 25 cents a reel.

PATHE-FOX DEAL

Circuit to Play All RKO-Pathe Product

New York — Fox circuits throughout the country will play the entire RKO-Pathe product during the next season, according to a deal just completed. The product includes the 21 star features, six western features, 139 shorts and 104 issues of Pathe News.

Circuits involved are: Fox West Coast, Fox Rocky Mountain, Fox Montana Division, Schanberg and Rhoden circuits covering Kansas, Missouri, Iowa, Nebraska and Illinois; Midwest Circuit, in the Wisconsin territory; Fox Chicago Theatres; Fox Poli circuit, New England; Fox Upstate circuit in New York, and the Fox Metropolitan circuit in Greater New York.

Signs St. Clair

Hollywood—Columbia Pictures has signed Mal St. Clair, noted director, to direct "The Men in Her Life," adapted from the "best seller" of the same title by Warner Fabian. The picture, one of the company's outstanding films in the 1931-32 line-up, will go into production as soon as a suitable cast has been selected.

Ad Campaign

New York—An advertising campaign calling for a total lineage of 380,400 lines in a selected list of 317 papers in 147 cities has been laid out by Paramount to inaugurate its 20th Birthday jubilee celebration next month. First ad will be in connection with the general release of Maurice Chevalier in "The Smiling Lieutenant." Other Paramount pictures and stars also will get mention. This ad drive will be supplemented with another splurge along the same lines during September, which has been designated as Paramount Jubilee Month. These ads, institutional in character, will contain space for individual theatres to advertise their attractions for the four-week period.

Twenty-two Features in Tiffany Line-up

New York — Twenty-two features and three series of shorts will be released by Tiffany during the new season, it was announced last week. Twelve of the 22 will be produced for the de luxe houses. The ten westerns will feature Bob Steele.

Some of the higher class features on the program are as follows:

"The Last Mile," "Those We Love," "Racetrack," "Gossip," "X Marks the Spot," "Hotel Continental," "Luxury Girls," "Strangers of the Evening," a feature with Moran and Mack to be directed by Mack Sennett; "Women Go on Forever," "Morals for Women" and "The Monster Kills." The last three are finished and six others are now in production on the Coast, including the Moran and Mack vehicle.

It was reported here last week that Tiffany may have Norma Talmadge as the star in "Gossip."

The short subjects include six Chimp comedies, twelve "Voice of Hollywood" subjects and six football shorts.

Playright Warshawsky

New York—Sam Warshawsky, the general press representative of Radio Pictures, has entered the ranks of the playrights. Sam has written a drama titled "The Woman of Destiny," which will have its opening at the Wharf Theatre, Provincetown, Mass., the week of August 24.

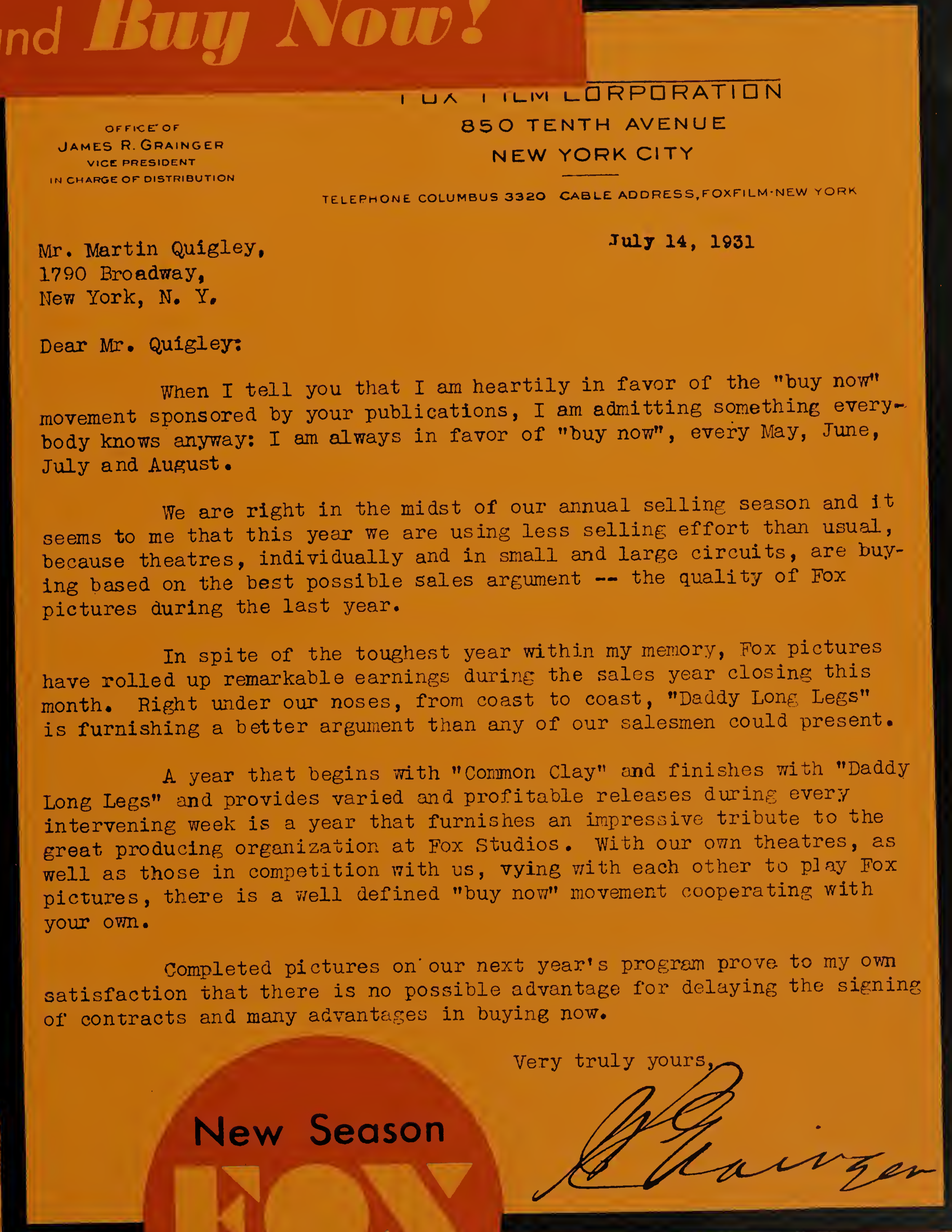
Lasky West

Jesse L. Lasky, first vice-president in charge of production for Paramount-Publix, is on his regular summer trip to Hollywood from his New York offices.

Gilbert's Next

Culver City — John Gilbert started last week at Metro-Goldwyn-Mayer in "West of Broadway," an original story by Bess Meredyth and Ralph Graves. Harry Beaumont wll direct the attraction, and Lois Moran has been given the chief feminne role.

By Now— Wise Showmen Know FOX Has the Hits and *Buy Now!*



FOX FILM CORPORATION
850 TENTH AVENUE
NEW YORK CITY

TELEPHONE COLUMBUS 3320 CABLE ADDRESS, FOXFILM-NEW YORK

OFFICE OF
JAMES R. GRAINGER
VICE PRESIDENT
IN CHARGE OF DISTRIBUTION

July 14, 1931

Mr. Martin Quigley,
1790 Broadway,
New York, N. Y.

Dear Mr. Quigley:

When I tell you that I am heartily in favor of the "buy now" movement sponsored by your publications, I am admitting something everybody knows anyway: I am always in favor of "buy now", every May, June, July and August.

We are right in the midst of our annual selling season and it seems to me that this year we are using less selling effort than usual, because theatres, individually and in small and large circuits, are buying based on the best possible sales argument -- the quality of Fox pictures during the last year.

In spite of the toughest year within my memory, Fox pictures have rolled up remarkable earnings during the sales year closing this month. Right under our noses, from coast to coast, "Daddy Long Legs" is furnishing a better argument than any of our salesmen could present.

A year that begins with "Common Clay" and finishes with "Daddy Long Legs" and provides varied and profitable releases during every intervening week is a year that furnishes an impressive tribute to the great producing organization at Fox Studios. With our own theatres, as well as those in competition with us, vying with each other to play Fox pictures, there is a well defined "buy now" movement cooperating with your own.

Completed pictures on our next year's program prove to my own satisfaction that there is no possible advantage for delaying the signing of contracts and many advantages in buying now.

Very truly yours,

Grainger

New Season
FOX
New Hits

4 REASONS 4

They'll laugh themselves into a year's growth at

WILL ROGERS in YOUNG AS YOU FEEL

with **Fifi Dorsay** • **Lucien Littlefield**

How an old geyser became a fountain of youth and beat the younger generation at its own game.

Directed by **FRANK BORZAGE**

•

Gangway for Stupendous Melodrama!

TRANSATLANTIC

with

EDMUND LOWE • **LOIS MORAN**

John Halliday
Greta Nissen
Jean Hersholt
Myrna Loy

Directed by
WILLIAM K. HOWARD

The excitement of a lifetime in six days at sea. Plenty of comedy.

A story with cosmopolitan air—a picture with box office tang!

"BUYING NOW"

The public may be patient—but not the millions waiting for

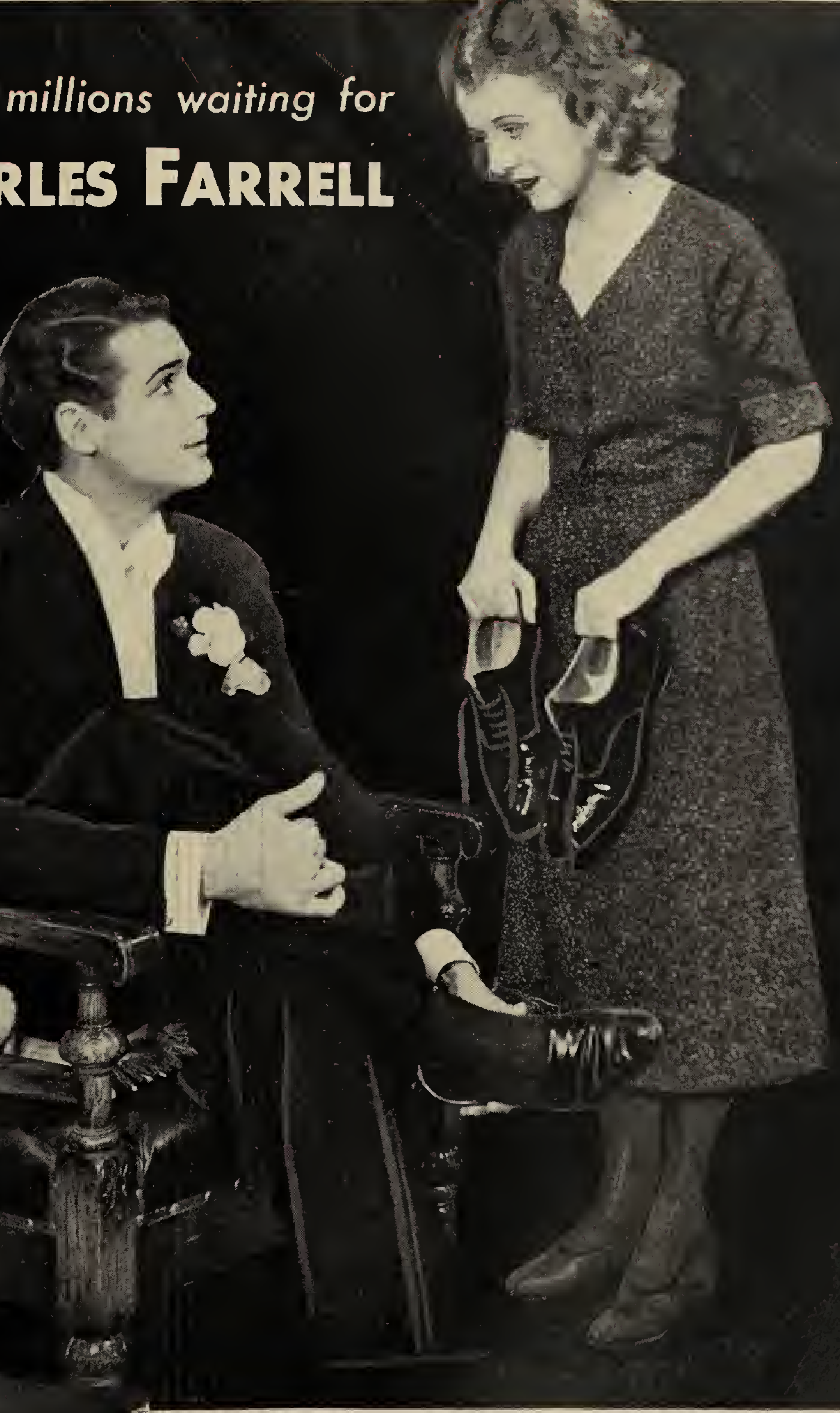
JANET GAYNOR and CHARLES FARRELL

in

MERELY MARY ANN

The incomparable team of exquisite romance in a story that will lift you above "7th Heaven"—emotionally and financially.

Directed by **HENRY KING**



Directed by **FRANK BORZAGE**

The novel told her story—
The picture creates her life.

BAD GIRL

with

SALLY EILERS
JAMES DUNN

Introducing that new star, James Dunn, the find of the year. A he-man from the sidewalks of New York, destined to international acclaim.

FOX

4 Smash HITS

WICKED

VICTOR McLAGLEN
ELISSA LANDI

Bigger than "Common Clay." Landi at her glamorous best. A tornado of action and a whirlwind of emotion.

Directed by **ALLAN DWAN**

SKYLINE

THOMAS MEIGHAN
HARDIE ALBRIGHT

The color and contrast, the laughs and tears in the heart of a great city. With a tug at the heart of the multitude.

Directed by **SAM TAYLOR**

SHE WANTED A MILLIONAIRE

JOAN BENNETT
SPENCER TRACY
JAMES KIRKWOOD

More thrilling than that French murder trial of an American beauty. Here's a new twist to the Cinderella who gets her man —and then decides she doesn't want him.

Directed by **JOHN BLYSTONE**

OVER THE HILL

. . . MAE MARSH

returns to the screen in a drama to stir every heart.

Directed by **HENRY KING**

Buy
FOX
PICTURES
Now

Printed in U.S.A.

WE MEET *In* HOLLYWOOD

By Warren Stokes

TOM TYLER

The strange part about meeting these folks in Hollywood is that while you never know who you're going to meet, you don't have to be told who they are when you meet them. Seeing folks constantly on the screen enables you to call their names at the first meeting.

On this particular occasion I was about to sink the gold crowns into one of those famous steaks at Henry's restaurant. I was waiting for the gentleman at the opposite side of the table to finish shaking his share out of the bottle (catsup) and as he handed it over I recognized that hard riding cowboy of the wide open spaces, Tom Tyler.

After chatting about the weather, the steak, and the pretty waitresses, I was sure that I had identified the gentleman correctly for his voice was an exact duplicate of the screen recording.

"How did you get that little scar over your left eye, Mr. Tyler?" I ventured.

Reckon I had the drop on Mr. Tyler plenty. He never registered such a look of surprise in his whole screen career. I immediately handed him my card and when he learned that I was just another fresh newspaper man everything was forgiven.

He's a good looker, this Tom Tyler, has a pleasing personality and sports a beautiful coat of tan as a result of his activities in the great outdoors. I should say he tips the scales at about one-ninety-five.

Tom is now starring in a series of eight "greater westerns," under the Monogram banner. In his first of the series, "Partners of the Trail," recently released, he acquaints us with a pleasing vocal apparatus and some fine dramatic moments.

You're all wrong about the steak—it was a Dutch treat.

START 2-REELERS

Lipton Has Three Under Way for RKO-Pathe

Lew Lipton, supervisor of comedy production at the RKO-Pathe studios in Culver City, has placed a trio of two-reelers before sight and sound cameras featuring James Gleason, Bennie Rubin and the "Gay Girls" respectively.

"Easy to Get," is the title of the "Gay Girls" comedy featuring June MacCloy, Marion Shilling and Gertrude Short. It is being directed by Howard Bretherton. The story, an original by Beatrice Van, has as members of its cast Harry Myers, Jerry Mandy, Isabel Withers and Bud Marshal.

"Accidents Will Happen" is the title of the Bennie Rubin vehicle which Ralph Ceder is directing. Rubin recently completed "The Messenger Boy."

"Slow Poison" is the title of the "Rufftown" comedy, with James Gleason in the starring role and with Harry Sweet directing. In the cast are Mae Busch, Olive Cooper, Harry Gribbon, Billy Fra ney and others.

ADDS WRITERS

Four Prominent Authors on List

Hollywood—Columbia added a number of imposing names to its writing staff this week, with the signing of Luther Reed, Agnes Christine Johnson, Ray Schrock and Winifred Dunn. Their assignments will be announced at an early date.

All four of the newly signed writers have a background of long standing in the industry and are individually responsible for innumerable screen hits.

GETS "LAST MILE"

Tiffany to Produce Stage Success

Negotiations have been completed by Tiffany Productions for the acquisition of the screen rights of "The Last Mile," the prison play which recently concluded a phenomenal run on Broadway.

The picture, for which a cast is now being sought, will be made for Tiffany by James Cruze and will be released as a Cruze Special.

Two Directors

Hollywood—Radio Pictures will re-install its co-director system when "Sour Grapes" goes into production soon. John Halliday and Lynn Shores will share the megaphone. Shores was tentatively scheduled to direct another picture, but was transferred to "Sour Grapes" at his own request.

Public Show-Minded Lichtman Declares

New York—Motion picture audiences have become discriminating in their choice of films, just as they always have been in the choice of their stage productions, and, as a result, the picture industry is faced with the necessity of discarding outworn methods to meet the changed order.

Such, in effect, is the keynote of an announcement by Al Lichtman, vice-president and general manager of distribution of United Artists, who is back in New York following a series of regional sales conferences.

"The public has become show-minded," declared Mr. Lichtman. "It no longer merely 'goes to the movies'; today it is infinitely more exacting in its demands, and the best pictures are the only things that count. More than ever audiences are shopping for entertainment, and they are the ultimate judge of the success or failure of a film.

"With this new order, United Artists has a much better chance of maintaining its leadership. With fewer pictures, we are able to concentrate upon each release. The result is that in our forthcoming product there is no one feature about which there can be any doubt.

"We are so confident of this that we are cautioning exhibitors against blind purchasing of the pictures they show. No theatre owner can successfully operate his house without a thorough knowledge of each picture he exhibits, and he cannot obtain that knowledge without first viewing the films he brings to his audience. He cannot afford to speculate upon paper promises any more than we can afford to mislead him with enthusiasm over pictures which we ourselves have not even seen."

In line with this, Mr. Lichtman has organized a new Exhibitors' Service Department designed to back up each United Artists picture with a complete campaign in every theatre in which they are shown. This department will render a service to exhibitors whose sole function is to assist them in executing campaigns to realize the greatest possible grosses. Each release will be accompanied by a well-rounded campaign, one which will sell productions from every angle, including national stunts and tie-ups and every other aid imaginable.

Lichtman has placed at the head of this department Hal Horne, whose years as an exhibitor and showman equip him with a thorough grasp of the needs of exhibitors of the country. Ten field men will have headquarters in the principal key cities of the country to execute these campaigns. Not only will they cooperate with theatre owners, but they will also arm the entire crew of United Artists salesmen with similar material with which to aid exhibitors in every town and city of the country. In fact, the time is not far distant when every salesman will be an integral part of this showmanship force.

"I don't mean to imply," Mr. Lichtman explains, "that individual theatre men are not competent to put over their pictures; my theory is that a man, having 52 or more pictures a year to sell, cannot give to every one the time and preparation which we, who have only a few pictures a year, can give. Just as every other national service aids its dealers, so will this department provide every showmanship assistance.

"Knowing that the average exhibitor is limited in time, we are placing at his disposal trained men who will work hand-in-hand with him toward a common aim. We realize that only good pictures react to campaigns, and, concentrating upon a comparatively few pictures, we are confident that each United Artists picture will come under that category."

WANT WESTERNS

Johnston Says Theatres Clamor for Them

W. Ray Johnston, president of Monogram Pictures Corporation, returned to New York last week and announced the signing of a five-year contract with Balsley & Phillips, Western Electric recording licensees to record all Monogram releases.

Mr. Johnston, who stopped at numerous Monogram branches en route, and talked to several dozen exhibitors, reports a ready response to the Monogram action program. "The exhibitors I talked to," said Mr. Johnston, "were all in the market for action pictures, telling me they were fed up on gangster and sex pictures, and our sales drive indicates this as well, as we have written over fifty per cent of our year's quota in eight weeks of selling."

While on the coast Johnston approved additions to the Monogram studios on Sunset Boulevard, and the completion of a western street being built by Monogram in Placerita Canyon.

Negotiations are pending for two well known names to be added to the Monogram star list, announcement of which is expected shortly.

THIS WEEK *in* HOLLYWOOD

By JOE BLAIR
Studio Representative,
Associated Publications, Inc

THIS, the film industry, is the only business in the world where executives live like kings. Why, all the "big shots" have their own private theatres in their homes—sound equipment and everything. When they wish to see a certain picture, a secretary calls up the exchange and makes necessary arrangements. A studio projectionist is generally paid overtime to run the picture.

I'll wager there aren't three executives in the business who have attended neighborhood theatres for the purpose of studying audience reactions to pictures, ten times during the year for the past five years. Yet they have the gall to say that "they" know what the public wants. Bah! Did you ever see an executive sitting down in front for the purpose of studying the kids and regular patrons? No! And you won't. They couldn't stand the common touch!

Other private conveniences exclusively for our studio executives include electric refrigerators, private bathrooms and elaborately upholstered couches (our chief's must lie down during office hours). One studio even pays a high weekly salary to a negro cook to prepare one meal daily for the big boss.

All of which is charged to overhead and must come out of the exhibitors' profits (or add to his losses when business is bad).

* * *

Frank Lloyd, medal winning director, is completing "The Age for Love" at the United Artists studio. Billie Dove enacts the starring role. Director Lloyd, who is under contract to Howard Hughes, expects to enjoy a three months' vacation abroad before directing his next picture.

* * *

Madge Evans, former New York stage actress, has been signed to a long term contract by Metro-Goldwyn-Mayer studio. Miss Evans appeared with Ramon Novarro in "Son of India," with Clark Gable in "Sporting Blood," and Lionel Barrymore in "Guilty Hands." Her most recent assignment is a new featured role in "Boarding School," which will no doubt stamp her as an actress of unusual ability and her long term contract did not come as a surprise.

* * *

Mona Maris, beautiful Argentine actress, has been signed by Fox Films for an important role in "She Wanted a Millionaire" which John Blystone is directing. Miss Maris, one of the greatest linguists of the feminine stars of the screen, speaks English, French, German, Spanish and Italian fluently.

* * *

MALCOLM ST. CLAIR has been signed by Columbia to direct "The Men in Her Life," by Warner Fabian, author of "Flaming Youth" and other seasonal hits. Director St. Clair has an uncanny habit of directing a knockout picture every so often and do not be surprised if "The Men in Her Life" doesn't turn out to be one of the ten best.

* * *

"Beau Hunks" is the title of the latest Stan Laurel and Oliver Hardy comedy now being made at the Hal Roach studio under the direction of James Horne.. This one ought to be their best. The story is a wow! Foreign legion stuff similar to "Beau Geste."

* * *

Luther Reed, author of "Hell's Angels," director of "Rio Rita" and other notable films, has joined the writing staff of Columbia Studios and has been given an assignment for immediate production. Reed is one of the most gifted writer-directors in the business and should be an asset to any studio.

Richard Cromwell, who rose to stardom in "Tol'able David," will play the lead in "The Guilty Generation" which Roland V. Lee directs for Columbia, according to inside information.

* * *

Richard Dix will not leave Radio Pictures after all. The popular star has been signed to a new contract and will make "Frontier" as soon as he completes "Secret Service," a current story now in production.

* * *

Cyrill Gardner, former Paramount director, has started work on "Twenty Grand" at Universtal Studios. Mae Clarke and Pat O'Brien have the featured roles of the story.

* * *

George Stevens, who served several months as cameraman for Stan Laurel and Oliver Hardy in their uproaring M-G-M comedies, has been making good as a director on the Roach lot. Stevens is now directing the "Boy Friend" series and his latest picture completed is entitled "Call a Cop."

* * *

Shirley Grey, who made her screen debut with Richard Dix in "The Public Defender," will again appear opposite the star in his latest RKO-Radio picture, "Secret Service," which went into rehearsal last week.

* * *

CLARA BOW will not remain out of the picture long—that's our prediction. It is reported that Harry Cohn of Columbia has offered her $5,000 per week and the little girl is certainly worth twice this much to any picture. However, you can safely gamble, Paramount still has first call on Clara when she decides to go to work again.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Charley's Aunt, Chas. Ruggles—A picture that will please any audience.—G. G. Baker, Strand, Britton, S. D.

FOX

Young Sinners, Thomas Meighan—Slightly risque but pleased very well.—A. M. Inman, New Topic, Fairfax, Minn.

METRO

A Lady's Morals, Grace Moore—Poor business, star not known and story too high-brow for general class. Only musical crowd will appreciate it.—L. L. Levy, Iris, Kerens, Tex.

Parlor, Bedroom and Bath, Buster Keaton—Fair business. Lots of fun and all enjoyed it. Little bit too rough where buster wrestles with girl and gives her a 2-minute kiss.—Iris Theatre, Kerens, Tex.

PARAMOUNT

Dishonored, Marlene Dietrich—Fair business. Very well liked. Star is very fascinating, but direction is too slow.—L. L. Levy, Iris, Kerens, Tex.

Conquering Horde, Richard Arlen—Good crowd. Better than average western. North of 36 remade and is great for Texas. Good action and comedy in it.—Iris Theatre, Kerens, Tex.

Paramount 2-Reel Comedies—The Paramount 2-reel comedies that I have run so far have been the poorest 2-reel comedies I have ever seen. Big names but no laughs.—L. L. Levy, Iris Theatre, Kerens, Tex.

PATHE

Lonely Wives, Edward E. Horton—Just the type of picture that pleases. Good comedy.—George G. Baker, Strand, Britton, S. D.

RADIO

Danger Lights, Louis Wolheim—Good railroad story that will hold the interest throughout. Film in good condition. — Earl Somerville, Raymond, Minn.

RKO

Cracked Nuts, Wheeler & Woolsey—This pair always draws a crowd and does business for us.—George G. Baker, Strand, Britton, S. D.

UNIVERSAL

Spell of the Circus, serial, Alberta Vaughn.—Did not draw much, the chapters were too short, 11 to 14 minutes. Too short for two reels.—L. L. Levy, Iris, Kerens, Tex.

The Spell of the Circus—This is a wow. We have just finished "The Indians Are Coming" and we believe the new one will turn out to be a greater picture than the one just completed. Wish there were more business builders of this type on the market. — W. R. Bratton, Stella, Council Grove, Kas.

UNITED ARTISTS

City Lights, Charles Chaplin — Light business, did not go over with my patrons. — George. G. Baker, Strand, Britton, S. D.

WARNER BROS.

Little Caesar, Edw. Robinson—One of the best gang pictures this year.—George G. Baker, Strand, Britton, S. D.

Going Wild, Joe E. Brown—A good comedy that pleased.—G. G. Baker, Strand, Britton, S. D.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC.,
4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________________ **Producer** ______________________

Business and Comment: ______________________________

____

______________________ **Weather:** ______________________

Title ______________________________

Star ______________________ **Producer** ______________________

Business and Comment: ______________________________

____

______________________ **Weather:** ______________________

City ______________________ **Theatre** ______________________

State ______________________ **Exhibitor** ______________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Smart Exploitation Puts Over 'Chances'

JOHN GOODNO and his staff attached to the Palace Theatre in Huntington, W. Va., have just put over a campangn on the Douglas Fairbanks, Jr., picture, "Chances," which in arousing interest exceeded anything in the exploitation line that has ever been accomplished in this section of the country.

Goodno started out to make a record with "Chances," having been thoroughly sold on the picture before its opening. His first tie-up was with the Postal Telegraph Company, which made a fifteen foot enlargement of a wire of congratulations sent the Palace by Young Fairbanks from Hollywood. In this wire the popular star called attention to the fact that "Chances" was his first starring vehicle, that he hoped his friends in Huntington would like it and concluded with wishing the theatre luck. One sheet enlargements of the wire were also made and posted throughout the city.

Next came a tie-up with local merchants by which the two city papers carried a double page truck ad in which all the advertisers tied in with the Palace's announcement of the showing of the picture. Another stunt was the building of a motorized armored car with a 12-foot projecting gun to tour the tri-state region. The truck, of course, was effectively bannered.

The biggest stunt of all was to come. This was the tie-up with the Edsel Ford Reliability Tour which stopped over at Hunting on Wednesday (July 8th). Frank Hawks and other notables of the air were in this reliability tour. Voluminous space was devoted to the tour by the local papers and over twenty-five thousand visitors were in the city to see the air squadron accompanying the Ford metal airplane. Goodno had a big staff at work during the day to cause the visitors to feel that "Chances" was part and parcel of the celebration.

The records that Goodno started out to make were realized and "Chances" did the biggest business on its opening day that the Palace has ever known at any season of the year in its history.

Window Displays Help "Trader Horn"

WINDOW displays were employed as a basis for the exploitation campaign used by Elmer Heins, manager of the American Theatre, Roanoke, Va., to help put over his showing of "Trader Horn."

Heins obtained the cooperation of two very prominent merchants and secured excellent window displays. One display was on an Edwina Booth Catalina Swim Suit tie-up, and the store had an artist make a seashore background displaying swim suits and special pictures of Miss Booth in addition to scenes from the picture and an announcement card.

In the other window Heins obtained a large display on books with a special background which included stills from the picture and window cards.

Proclamation Aids "Trader Horn"

DON HAMMER, manager of the Luna Theatre, Lafayette, Ind., included the signing of a proclamation in the exploitation campaign he used to help put over his showing of the Metro-Goldwyn-Mayer production, "Trader Horn."

Hammer arranged for Mayor Hudson of Lafayette, an ardent huntsman and traveler, to issue a proclamation urging the public to attend the showing of "Trader Horn." This proclamation was made public through the distribution of special heralds. These heralds were stuffed in the home edition of the Courier as well as distributed from house to house.

As a street ballyhoo, Hammer used a local calliope, which was appropriately bannered, in the Robbins Brothers' circus parade, which took place just previous to the opening of "Trader Horn," at the Luna Theatre.

Hammer also arranged for a tie-up with the three Shell Gas stations, which used large compoboard signs mounted with a series of stills from he picture as well as copy and playdates.

AD - it - orial

Sell The Picture

THE following discussion of a current topic is by B. K. Fischer of the M.P.T.O. of Wisconsin. What he says in regard to the situation in Milwaukee is true of other places as well. To sum it up—pictures have to be sold to the public. Here it is:

"There have been too few box office pictures this season. Name a picture that had a real campaign downtown and I'll show you where this same production was a clean up when it played in neighborhood houses. What applies to Milwaukee must undoubtedly be true in this and every other state. If the key town exploits a big picture, subsequent runs in surrounding towns benefit hereby without question. You can't advertise big outstanding pictures with a silent trailer, and just a few one sheets and expect to "clean up." The show business today is no different than the merchandising game. Product has to be SOLD. A demand must be created in order to stimulate interest. I was very much interested in a statement published in trade papers some time ago, that the head of one of the larger chains issued, saying that its individual managers thereafter had to "stand on their own." The long distance method of operation was to be eliminated. Why? They may give you a dozen reasons for such a move, but I personally believe that it was the result of two things: Lack of proper exploitation, first of all, because pictures didn't earn what they rightfully should have at the box office, and the second reason, I believe, is one so ably covered by Al Picker, our fellow exhibitor, namely, lack of community spirit. To me, the two go hand in hand, if we expect to prosper and stay in business."

Cake of Ice Gets Attention

THE cake of ice stunt was used to good advantage by Harry Herman of the Paramount Theatre, Waterloo, Ia.

Herman used the idea to advertise "Seed," and this is the way he did it: Four cut-out letters spelling "Seed" were frozen into a large cake of ice. The cake was placed in a drug store window and passersby were asked to guess how long it would take for the ice cake to melt. Fifteen passes were given those who came closer to the correct melting time. The issuing of the 15 passes was the only expense to the house.

In these hot days similar stunts can be worked up. Display the ice with the frozen letters and place a sign which would tie-up the ice with the cooling system.

The ice stunt has been worked successfully before and as long as it isn't over-worked, the idea is bound to attract attention.

To Co-Direct

Hollywood—Louis Gasnier and Max Marcin today received their third screen co-directing assignment when they were placed in charge of filming "Ladies of the Big House," original play by Ernest Booth, life-term convict-author of Folsom Prison, Paramount announces. The dramatic story, laid in the women's quarters of a huge prison, will feature a cast of feminine players headed by Peggy Shannon.

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

"Dime-in-the-Slot" Talkers Perfected

Dallas—Dime-in-the-slot talkies in hotel lobbies or street corners are in the offing, according to Morton J. Smith of this city, who has invented such a device.

Smith has perfected a machine using 16 mm. film and a coin-in-the-slot attachment which will give the customer seven or eight minutes of regular talkie entertainment whenever he wants it. The patron walks up to the miniature booth, parts the curtains, seats himself in a chair, drops his coin in the slot and the show starts. One of the devices is now on demonstration on the mezzanine floor of the Adolphus Hotel in Dallas.

Mr. Smith says he has been working on the machine for the last three years. He has secured the necessary backing to permit the building of several of them, with the booths. The devices will be constructed in Dallas and the Movi Miniature Co. of Dallas, Inc., has been formed with 25,000 shares of no par value stock.

The basic idea of the inventor is to have the machines carry local news events, although any character of picture can be utilized. The first completed unit on display uses a booth about 7 x 3 feet in dimensions. There is only one chair. However, two chairs can be placed with a little more width.

In commenting on the device, the Dallas Times-Herald says: "Pity the poor picture show men. Maybe he has a new competition that will make miniature golf courses and night baseball mere passing ills that didn't amount to a hill of beans in comparison with what he now must figure with."

NEW TYPE FILMS

"Armor Plate" Protects Perforations

Precision Engineering Co. of Philadelphia is placing on the market an "armor plated" film on which the perforations are protected by a thin copper band. N. Pederson, inventor of the process, says the innovation is guaranteed to preventing tearing or breaking due to worn performations. The copper band is so attached that it cannot loosen, although it does not enter the "field" of photography.

ELECTRO-DYNAMIC

Unit Put Out by Fox Co. of Toledo

An electro-dynamic unit consisting of a minimum number of parts, making for simplicity and fool-proof operation, yet said to faithfully reproduce both the oral and musical range in equally exact values, has been developed and is being marketed by the Fox Engineering Co. of Toledo.

The new device, it is declared, can be quickly taken apart or assembled by means of one large master screw, and an interchangeable "voice coil cartridge" may be easily substituted if ever necessary, without exchanging an entire unit.

The outer bowl of the unit is stamped from one piece of heavy special alloy. In this bowl rests the "field coil" for supplying the magnetic energy required. This existing energy of six volts can be supplied either with an ordinary six-volt storage battery or a specially designed dry rectifier.

The new unit is designed to functions in all kinds of weather and climatic conditions, the company claims.

HOOD FOR LAMPS

Eliminates Insects From Theatre Lights

Reynolds Electric Co. of Chicago is marketing a special, natural colored glass hood for placing over white lamps to eliminate bugs and insects besides serving to make the theatre more attractive.

In addition to eliminating night insects from hovering about the lamps, the Reco color hoods give a pleasing, cool green or amber light that heightens the attractiveness of the theatre.

The hoods are being offered in sizes to fit over white lamps from 10 to 60 watts. For 75 watt to 500 watt lamps, Laco color hoods of the same material are used. For floodlights, etc., color plates are manufactured by the company.

NEW A. C. UNITS

Weber Machine Offers Power Supply

Completely new A. C.-operated power supply units, designed for the elimination of all batteries from the new Syncroflim sound equipment and for replacements for batteries in use with equipment installed, have been developed and are now being offered by the Weber Machine Corp., of Rochester, N. Y.

The equipment is made in two units, which consist of an "A" unit for the supply of current to exciter lamps and also for the filaments of the head amplifier tubes, and a "B" unit for supplying plate voltage to the head amplifier tubes and photo-electric cells.

All units are ruggedly built, on pressed steel chasis, and are supplied with ventlated steel cabinets for wall mounting. The entire assembly and wiring of the components parts make a compact and efficient unit, the method of wall mounting having proven very desirable in projection rooms where the floor space is limited, it is declared.

CARBON SAVER

"Casco" is Product of Carbon Products, Inc.

"Casco" is the trade name of a new carbon saver to be marketed by Carbon Products, Inc., of New York. It is claimed the saver can burn Hi-low and high intensity carbons down to two inches and less.

The device, consisting of a rod the same size as the carbon, has a tapered extension which is inserted into an opening provided for in the carbon, manufactured by the company. When the extension of the carbon is inserted into the carbon. the company declares, there remains a free space of one-half inch between the extension and the core of the carbon. As the extension is one inch long and the free space one-half inch, it enables one without risk to burn the carbon down to one and three-quarter inches if desired, leaving still one-quarter inch of usable carbon. The device, it is also said, assumes the function of the carbon itself, both in the turning gears and in the electrode.

The carbon will burn with the same brilliance and steadiness as the current is transmitted to the carbon by the carbon saver.

FLOOR SAFE

National Distributing a Small Vault

National Theatre Supply Co. has taken over the distribution of a new safe of small dimension that is imbedded in concrete in the floor and is entirely drill-proof, pick-proof and punch-proof. The same is adaptable to all theatres where surplus funds during business hours are removed from the register and receipts for the day have to be taken care of.

The safe is being manufactured by the In-A-Floor Safe Co. Ltd., of Los Angeles.

The features of this new safe, it is declared, prevents burglars from removing it from the premises. The top rests flush with the floor, does not take up valuable floor space, is inconspicuous and is equipped with patented fool-proof locks. The walls of the In-A-Floor, it is further said, although case-hardened to withstand the onslaughts of either drills or blow-torches are inaccessible because of being surrounded by concrete.

3-LENS TURRET

Basson & Stern Offer New Product

Accommodating three lenses of any size necessary for the presentation of sound-on-film, disc, silent or Magnascope, a three-lens turret is being offered by Basson & Stern of Brooklyn.

With the use of this turret, exact position register is possible, the company states. Each lens has a separate focusing device, and there are also provided adjustments for up-and-down and sideways movements of each lens, thus insuring exact line-up of picture on the screen without it being necessary to shift the projector.

New Screen Types

Beaded Screen Corp. of New York is marketing three models of sound screens. They are the "Vocalite," "Superlite" and "Chromolite." These are in addition to its regular line of screens. A time payment plan has been adopted for the purchase of these screens. The optical impression of depth is claimed for "Vocalite."

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and **send in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title________________
Star________________
Producer________________
Comments________________

Title________________
Star________________
Producer________________
Comments________________

Title________________
Star________________
Producer________________
Comments________________

Exhibitor's Name ________
House Name________
Town________________
State________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

TWO NEW Arctic Nu-Air fans, no motors, $250 each. Silverman Bros., Strand Theatre Bldg., Altoona, Pa. 7-21

CHAIR COVERS, seat covers, tailored to measure; 70 odd patterns to select from, including whites, colors, stripes. Price range from 17 to 45 cents. Send paper shape of chair back for sample cover free. Florence Bedding Co., Florence, S. C. 8-11

BARGAINS—Have just purpurchased stock defunct supply house. Get our prices on guaranteed brand new Kaplan projectors, oth Brothers generators, Strong lamps, Brenkert lamps, Garver rectifiers, Cinephor lenses, Superlite lenses and other new booth equipment. Stebbins Theatre Equipment Company, 1804 Wyandotte St., Kansas City, Mo. 7-21

300 VENEER SEATS reasonably priced. A. K. Company, 11 Winchester St., Boston, Mass. 7-21

900 VENEER theatre chairs, $1.00 per chair, good condition; available after August 10. College Theatre Corp., Columbia, Mo. 8-11

CHAIRS, two Simplex machines, spot, disc equipment, electric sign. Northern Theatre, 588 North High St., Columbus, Ohio 7-21

10,000 NEW VENEER backs and seats; wonderful bargains; repair your chairs now. Your sample matched. C. G. Demel, 845 South State St., Chicago, Ill. 7-21

POPCORN

NEW YELLOW PEACHY popcorn, the king of corns developed in 1929 and 1930 has wonderful flavor, tender hullness, pops with big volume. You will like it far better than Mushroom and Dynamite; price $10 per hundred lbs. Sample pound 25c. Perfect Popcorn Supply Co., Albion, Mich. 8-4

MISCELLANEOUS

SPEEDY DUPLICATOR prints heralds, weekly program cards, etc. Replaces all rubber stamps, complete outfit $12.50. Pekas Duplicator Co., Box 33, Lesterville, S. D. 7-21

EQUIPMENT WANTED

WANTED — 300 upholstered chairs practically new; also two late model Simplex machines and Blizzard or Arctic Nu-Air blower. Your best price in first letter. Queen Theatre, Brownwood, Tex. 7-28

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

POSITIONS WANTED

PROJECTIONIST wishes steady position. Ray Petersen, 1317 Market St., Galveston, Texas. 7-21

A-1 EXPLOITATION MAN now available for theatre; 25 years of age; married; references; go anywhere. Wire or write Al Johnston, P. O. Box 571, Lufkin, Texas. 7-21

AT LIBERTY — Good sound operator; do own repair; married, willing worker, moderate salary. H. Swatek, 401 Gelbert Ave., Peoria, Ill. 7-21

THEATRES FOR SALE

FOR SALE—Lyric Theatre, Erwin, Tenn.; best location; one competitor; 350 seats; population 5,000; disc Amplitone equipment; only three thousand; cash, $500 F. E. Perryman, Elizabethton Tenn. 7-21

500-SEAT Theatre—Good sound equipment, cooling system, good business, 16,000 population, low rent. Other business necessitates selling. Paul McConnell, Parsons, Kas. 8-4

FULLY - EQUIPPED theatre; population 1,500; drawing 4,500; nice business; railroad center; no competition; will stand inspection. Box 246, Monon, Ind. 7-21

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

OLD EQUIPMENT CAN BE TURNED INTO CASH THRU THE CLEARING HOUSE.

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want— it will pay you to advertise your needs in **The CLEARING HOUSE**

for houses with sound equipment
the talking trailer and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

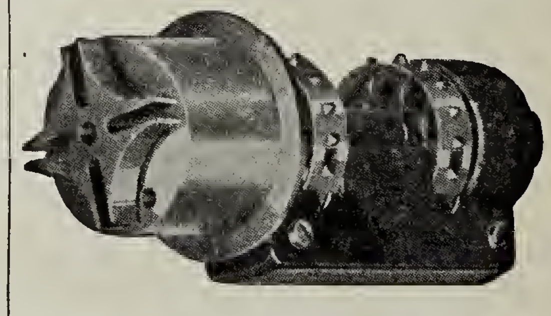
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE SUPPLY DEALERS
EFFICIENCY SERVICE



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Stepping Out

M-G-M—73 Minutes

Cast: Charlotte Greenwood, Leila Hyams, Reginald Denny, Cliff Edwards, Merna Kennedy, Harry Stubbs, Richard Tucker, Kane Richmond, Wilson Benge, Lillian Bond. Directed by Charles Reisner.

Not a big picture and not one to be highly recommended for children, but for good entertainment for laughing purposes only this one fills the bill. It is a bedroom farce affair and it is crammed full of wise-cracking, with Charlotte Greenwood getting the better comedy breaks, although Reginald Denny and Cliff Edwards are on the job to do their bit toward keeping the laughs coming. Leila Hyams is very good, as are Lillian Bond and Merna Kennedy. Harry Stubbs is fine as Denny's partner-in-crime. Richard Tucker and Kane Richmond also add to the entertainment.

It is the story of two movie producers, Denny and Stubbs, who give a swimming party in the former's home with a couple of girls when the wives go away to Caliente. The wives return unexpectedly and things begin to happen. The two men, unknowing to their wives, had assigned all their property and checking accounts to the wives in order to be safe in case of a legal suit over a picture in production. The wives find out about it, go to Caliente and start having a whirl. Efforts to make up with the wives are unsuccessful until the last.

Charlotte Greenwood is the hit of the show. Her chatter brings forth most of the laughter. "Stepping Out" will please those who don't mind a rather risque story. —Steen.

———o———

Three Who Loved

Radio—75 Minutes

Cast: Betty Compson, Conrad Nagel, Robert Ames, Robert Emmett O'Connor, Bodil Rosing, Dickie Moore. Directed by George Archainbaud.

A bit better than average is this triangle romance of two bank clerks and a girl from Sweden. Conrad Nagel, as an ambitious teller, sends for the girl but is too busy planning a future to entertain her, so this is left to his best friend, Robert Ames. The girl, Betty Compson, falls in love with Ames and, after many pleasant trips together, gets his promise to marry her. Ames, who does not wish to get married, tries to get out of town but is stopped on suspicion when a shortage is discovered in his accounts at the bank. Nagel has taken the money as a "temporary loan" to cover his margin account in the stock market, but when he had discovered his friend had stolen his girl, kept quiet and let Ames go to jail for the shortage. He marries the girl and after some time Ames escapes from jail and is shot in an attempt to evade recapture in Nagel's house. Nagel makes a confession of the theft and the fadeout shows the girl swearing fidelity and promising to await his release from jail.

Romance and suspense hold this drama together well with good work by the entire cast. Direction fine and should please average audience.—Southwell.

SELLING SEATS: The three leading members of the cast offer the best exploitation angle. Sell as romantic drama.

———o———

The Secret Call

Paramount—73 Minutes

Cast: Richard Arlen, Peggy Shannon, William B. Davidson, Charles Trowbridge, Jane Keith, Selmer Jackson, Ned Sparks, Jed Prouty, Charles D. Brown, Harry Beresford, Larry Steers, Elaine Baker, Frances Moffett, Claire Dodd, Patricia Farr. Directed by Stuart Walker.

The picture is nothing elabo-elaborate, but makes excellent screen entertainment as the story moves along in such a way as to keep the audience intensely interested in its development. It is about crooked politics in a big city and two young lovers caught in the graft-net.

Most of the action takes place in a big city hotel where Peggy is a telephone operator. Her father, who had been a state politician, had committed suicide after being the victim of a fraudulent scheme by the "big boss" of the state political machine. Peggy is determined to avenge his death and finally gets her big chance when she overhears another unscrupulous plot by the political boss. How she goes about her plan of vengeance forms the chief interest of the story.

Richard Arlen as the son of the political boss has little to do in the picture except in a few romantic scenes. Peggy Shannon makes a convincing heroine and is certainly a comer for screen fans. Excellent character portrayals are rendered by William B. Davidson as the political boss and Selmer Jackson, a man new to politics whom Davidson tries to frame. Ned Sparks as a newspaper reporter supplies a number of laughs.—Jesse.

SELLING SEATS: Peggy Shannon is a new name for your electric lights. Feature her and Arlen as a new team. Capitalize on the timeliness of the story. An effective stunt would probably be to conduct a contest in your town for the prettiest telephone operator or the one with the sweetest voice.

———o———

Dugan of the Badlands

Monogram—60 Minutes

Cast: Bill Cody, Andy Shuford. Earl Dwer, Julian Riveto, John Elliott. Directed by Robert N. Bradbury.

This is the first of a series of Monogram Westerns teaming Bill 'n' Andy. The story deals with Bill and Andy prospecting in the desert and rescuing a dying sheriff who has been shanghied by his own deputies. They nurse him back to health, keep him hidden from his assailants and run down the villians.

There is good wholesome entertainment with considerable human appeal throughout the footage. Scenic background is of excellent quality bringing to the screen quite a number of new spots. Young Shuford is a good team mate for the seasoned Bill Cody. He has a winning personality and rides like a veteran. Cody, who has always had a large following of outdoor fans, will make a lot of new friends through his top notch performance in this picture. The kids will eat this one up.—Warren Stokes.

SELLING SEATS: Bill it as clean action entertainment suitable for the whole family. Don't overlook the fact that Andy Shuford is the little fellow who played in such major productions as "The Big Trail" and "The Great Meadow." Patronage can be built up by admitting kids with the name of Bill and Andy to a special showing of the first of this series.

SHORT SUBJECTS

100% Service

Paramount—9 Minutes

This short is cleverly handled and makes a neat little subject for entertainment with Burns and Allen furnishing the laughs. Allen has a grand time kidding the cigar counter girl (Burns), in a big city hotel until another girl enters the hotel lobby and announces that she is ready to play honeymoon bridge. And what a "wow" of a finish when Allen and a gang of men follow her into the elevator, including a man, dressed in a riding habit leading a saddled horse by the halter. Many will wonder what the saddle and the riding habit have to do with this picture.—Jesse.

———o———

The Delivery Boy

Columbia—10 Minutes

Here is one of the best Mickey Mouse cartoon comedies to date. The usual dancing and singing are present, but they are brought in with a novel twist. Mickey is the driver of a wagon loaded with various musical instruments, which eventually are played by the barnyard characters. You can give this comedy feature billing.—Steen.

Cold Turkey

Vitaphone—8 Minutes

Built mainly on gags, this comedy featuring Helen Broderick, gets over fairly well. Some of the lines might be considered too "hot," but it runs along smoothly, straining itself at times for a gag. Idea is that Helen accepts an elderly Beau Brummel's invitation to take a trip with him around the world. The scene then jumps to Turkey, where Helen, after paying a lot of money to see the Sultan, discovers that her old man friend has bought out the mogul's job and women and is occupying the throne himself.—Steen.

———o———

The Vanishing Legion

Mascot—45 Minutes

Here's the first of a serial that looks like a winner. Title of the opening episode is "The Voice From the Void," and it packs a punch. There's a fight between two horses at the start which is thrilling. Outlaws are determined to keep Harry Carey from shipping in trucks of oil and the way they are successful is shown in an exciting manner. Featured in the serial are Harry Carey, Edwina Booth and several others.—C.M.M.

THE LAST WORD

ARBITRATION SYSTEM A VITAL NEED

WHEN Judge Thacher handed down his decision outlawing arbitration in this industry exhibitors cheered the action. They looked upon it as a great victory for the exhibition side of this industry. Perhaps it was a moral victory, for arbitration, as practiced by some boards, was said not to be conducted in the most ethical manner. It was through exhibitor leaders' demands that the arbitration system was brought into the Federal courts. However, they probably did not realize how much worse off they would be without it.

In a business where the product dealt in has no set price value and where that product is sold before it is made—there are no swatches or samples that can show fully what the actual product will be—contractual misunderstandings are bound to arise. To settle these differences in the courts of law is a long drawn out and expensive procedure. But such a course is all that is available to the exhibitor who has a right and just claim against a distributor. Distributors, on the other hand, obtain satisfaction on contractual violations by exhibitors through the Copyright Bureau, which fixes damages on bicycling, fictitious receipt reports on percentage bookings and irregular holdovers of pictures. Those are the principal exhibitors' violations.

But distributors, too, do not always live up to their agreements. Where other than through justice or Circuit courts can the exhibitor obtain satisfaction over a contractual violation by the distributor? We hold no brief for the exhibitor who falsifies box-office reports; he has no defense. Nor do we hold any brief for the exchange manager or salesman who misrepresents the product he has to sell and who over-prices his product in accordance with his over-representation of it.

In various sections of the country exhibitors are now asking for a return of arbitration, the principle of which has always been right. Arbitration gives exhibitor and distributor an equal hearing. There is no more tendency for wrong decisions by an arbitration committee than there is in the courts by a jury or judge and arbitration is much more expeditious and far less costly. We believe that distributors, too, would like to see the return of arbitration.

A variety of exhibition contracts may necessitate more care on the part of the exhibitor in reading them than does a standard exhibition instrument. Manufacturers in every line of business usually prepare their own contracts and make them as binding on the buyer as is possible. A standard contract will not settle differences that are bound to arise. It, therefore, seems to us that exhibitor organization leaders would be rendering their cohorts and the industry as a whole a far greater service by concentrating their efforts on a re-instatement of arbitration rather than by seeking a standard contract.

Ben Shlyen

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN President
H. F. STEEN Vice-Pres.
AL F. STEEN Secretary

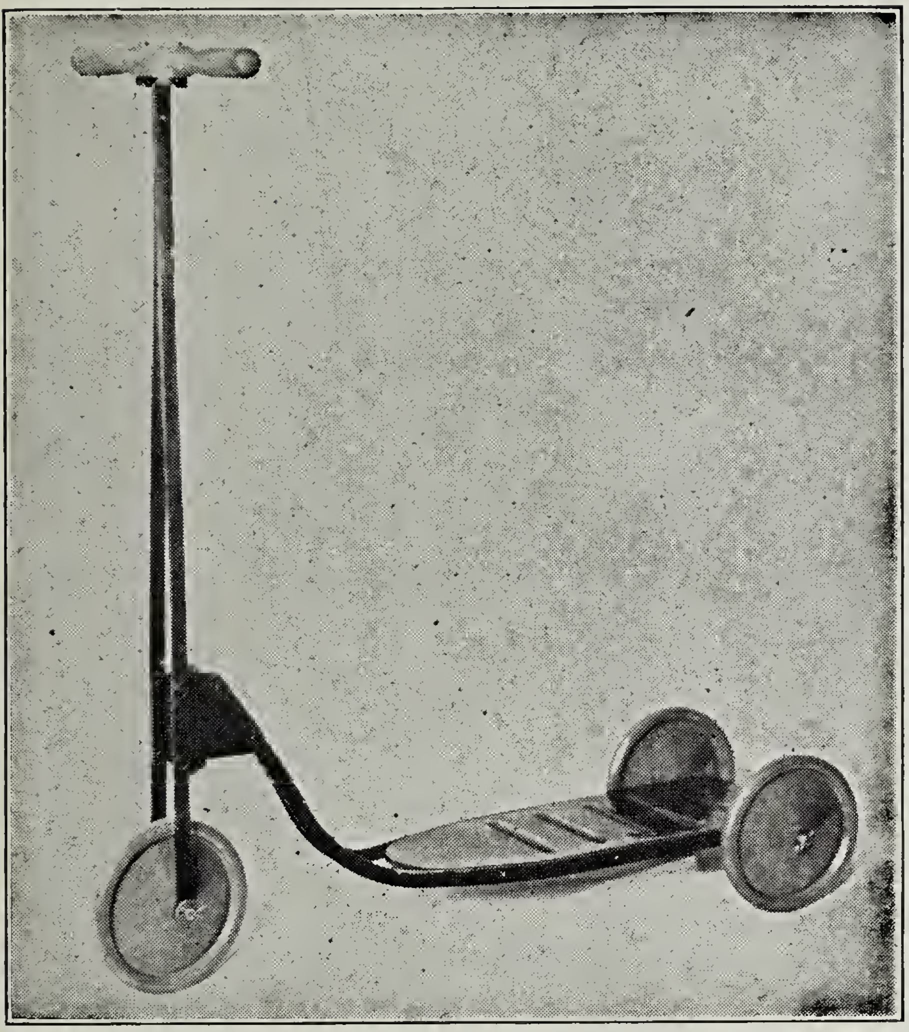
NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

Increase Attendance

With the Tried and Proven

Scooter-Nite



Wins Kids on Sight!

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The
Steel Stamping
Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) _________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ________________________ by__________________Mgr.

Town ______________________________ State ______________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.__________________________

☐ **Check here, if trailer is desired and send $3.60 deposit which will be refunded on return of trailer.**

LET'S GO, SHOW BUSINESS!

Thousands of Exhibitors are guaranteeing themselves boom-time profits in the New Era of Prosperity by signing up for

PARAMOUNT'S 1931-2 (*20th Birthday Jubilee Group*) PRODUCT *Now!*

TYPICAL!

"I bought PARAMOUNT for 1931-2 because of quality, trade mark and fair dealing."
—*R.W. Spence, Lyric Theatre, Manchester, O.*

"I believe PARAMOUNT'S 1931-2 line-up is the strongest group the industry's leader ever had."—*D . L. Kelliher, New Sprague Thea., Elkhorn, Wis.*

"For 16 years PARAMOUNT has been an unfailing source of dependable product for us."
—*Smoots Circuit, Ohio*

"We bought PARAMOUNT for 1931-2 because we believe it to be the most attractive you ever offered."
—*Delft Theatres, Mich.*

"Happy to sign for 1931-2 because PARAMOUNT always gives us complete satisfaction."
—*Geo. R. Warren, Opera House, Woodville, N. H.*

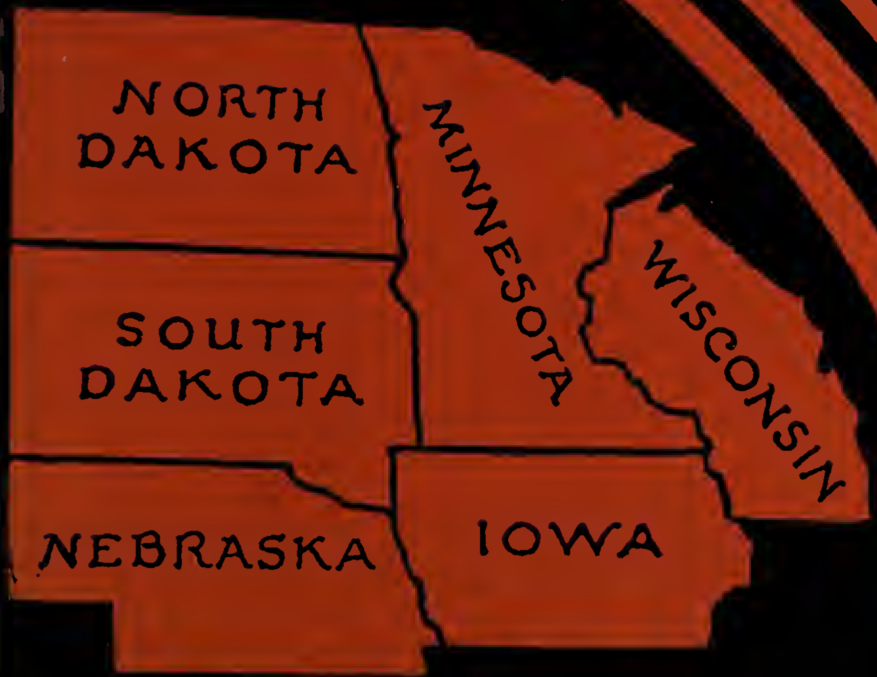
"Buying PARAMOUNT for 1931-2; best ever offered by the company."
—*Fred Hinds, Strand Theatre, Whitewater, Wis.*

"Happy to buy PARAMOUNT because product looks good and service always 100%."
—*P. D. Hollen, Princess Theatre, Mt. Hope, W. Va.*

LET'S GO, *Show Business, with* PARAMOUNT

JULY 28, 1931
VOLUME XII NUMBER 10

MOVIE AGE


NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
WISCONSIN
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

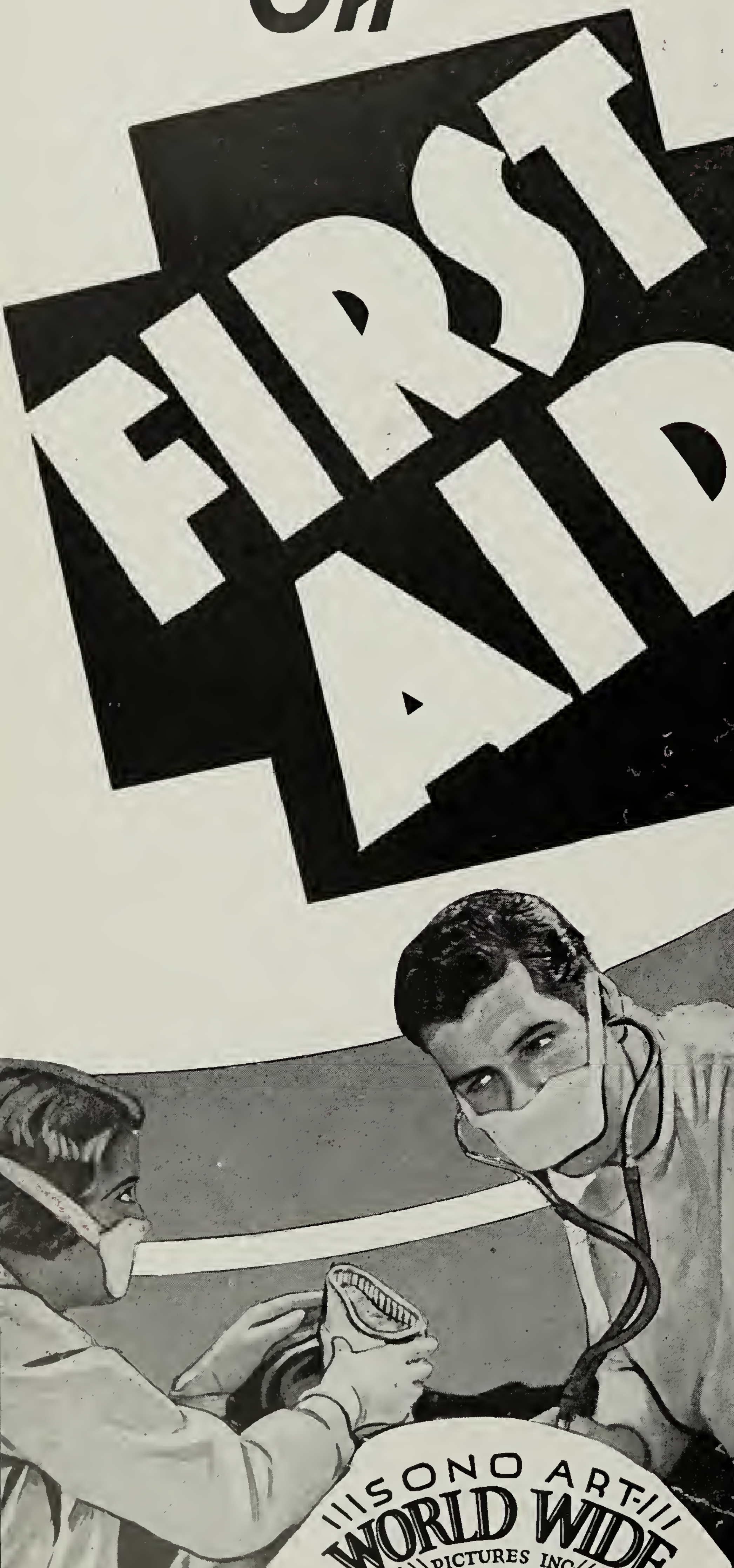
STRONG LINE-UP OF ATTRACTIONS AT MINNESOTA AND ORPHEUM

DISTRIBUTORS CONTINUE TO REPORT RECORD BREAKING SALES

"BUYERS STRIKE" NOT EFFECTIVE HERE

FIRST AID TO THE FILM BUYER

Is This Lucid Review On


FIRST AID
SONO ART WORLD WIDE PICTURES INC

THE Film DAILY

"FIRST AID"

with Grant Withers, Marjorie Beebe
Sono Art *Time, 82 mins.*

CARRIES FAST ACTION PUNCH WITH THRILLS AND UNIQUE PLOT SITUATION THAT MAKES POPULAR FARE. GOOD STORY TREATMENT.

One of the Sono Art Thrill-O-Drama series, featuring Grant Withers as a young hospital doctor, and Marjorie Beebe as a dance hall girl. Wheeler Oakman lends his suave menace as the gangster leader. Michael Simmons wrote a very original script, which shows he has a fine camera-sense in building popular story elements into pictured form. The film has action all the way for the males, and an intriguing love angle for the femmes. The story hinges on the girl's brother getting involved with a gang of crooks. He double crosses them on a safe-cracking job by stealing the loot ahead of schedule. Later he is wounded by a cop's bullet, and the gang kidnaps him from the hospital to their hideout to force him to divulge where he has hidden the loot. They also kidnap the young hospital doctor, interested in the youth's sister. Here a very unique situation develops. Neat twists and surprises keep the suspense up all the way.

Cast: Grant Withers, Marjorie Beebe, Wheeler Oakman, Donald Keith, William Desmond, Paul Panzer, George Cheeseborough.

Director, Stuart Paton; **Author,** Michael L. Simmons; **Adaptor,** same; **Diaoguer,** same; **Editor,** Carl Himm; **Cameraman,** Jules Cronjager; **Recording Engineer,** Earl M. Crane.

Direction, satisfactory. **Photography,** good.

FIRST AID TO THE BOX-OFFICE!

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Berger Buying Product

Despite Orders to Allied Members to Lay Off Until After Convention.

While N. W. Allied unit headquarters has called a buyers' strike among its members, "ordering" independent exhibitors to purchase no pictures until after the Minneapolis Allied convention in September, Bennie Berger, president of the organization, calmly has gone ahead and signed up contracts for 1930-31 product, it has become known along Minneapolis Film Row.

Berger not only has bought the 1930-31 Paramount product for his house at Bemidji, Minn., but also is negotiating for other product it now is common knowledge in the Northwest movie circles. Moreover, the Allied president, as far as can be learned, has made no effort to keep the Paramount deal a secret or, if he has, the effort was unsuccessful.

Independent exhibitors, members of the Allied unit, who have obeyed "orders" from headquarters and who now are starting to worry about product for the coming fall and winter, are wondering how Berger can reconcile his own action with the announced anti-buying campaign launched from the Allied offices in Minneapolis. Apparently, they say, Berger, the head of the organization, is a strike-breaker among his own people and not only is setting other members a bad example, but taking the very step that would likely break down the anti-buying campaign.

Feeling against Berger is said to be running high in some of the spots where the exhibitors have laid off buying, in conformity with instructions from headquarters. These exhibitors point out that. while they are running the danger of getting into a booking jam, Berger has gone ahead and protected himself, letting the other fellows "do the dirty work" and carry the risks.

(Continued on page 5)

Exchanges Reporting Heavy Buying

For 1931 - 1932 Program; Sales Running Ahead of Same Period Last Year.

Despite the buyers' strike which is supposed to be in existence among Northwest independent exhibitors as a result of orders which went forth from the Allied unit headquarters this summer, Minneapolis distributors continue to report record-breaking sales.

L. E. Goldhammer, Warner Brothers-First National exchange manager, announces that his companies' sales to date are four months ahead of the corresponding period a year ago. Fifteen contracts were closed in the territory last week alone. Exhibitors realize that the new Warner and First Nationl product gives promise of being by far the strongest and best ever offered to exhibitors by the organization, while the

(Continued on page 4)

A Strong Lineup

of Attractions Booked for Minnesota and Orpheum Theatres in Minneapolis.

The Minneapolis (Publix) and Orpheum (RKO), ace Minneapolis houses, are believed by their sponsors to have the strongest line-up of pictures for the ensuing several months in their history. Officials of the circuits are confident that business will boom with such attractions, regardless of the depression and trade conditions generally.

Screen bookings at the two houses bespeak the high quality of the product now being released and about to be released by the major distributors and they augur well for exhibitors' prosperity

(Continued on page 4)

CHEVALIER OKAY

New Picture Pleases at Local Preview

The Minneapolis Paramount exchange is enthused over "The Smiling Lieutenant," newest Maurice Chevalier picture. A print of the picture, which ran for nearly four months at the Criterion Theatre in New York at $2 prices, arrived at the exchange last week and was immediately screened to one of the most enthusiastic audiences that has previewed a Paramount picture in Minneapolis for many a moon.

"The Smiling Lieutenant" will have its Northwest premiere at the Minnesota Theatre, Minneapolis, August 7. It is set for the Paramount Theatre, St. Paul, the week of August 14. Paramount and Publix officials are a unit in predicting that it will be one of the year's outstanding box-office knockouts in the territory.

Annual Outing

Pink dodgers are being circulated throughout the territory to advertise the motion picture exhibitors' and distributors' annual outing to be held at Detroit Lakes, Minn., August 7 and 8, under the Minneapolis Film Board's sponsorship.

The dodgers tell of "a great program of yachting, boating, bridge and dancing." There also will be a barbecue dinner, refreshments and the annual golf tournament.

"Every exhibitor and exchange man in the Northwest should be present," say the dodgers.

Good Product Coming

By M. E. CUFFEL, Editor

A LIST of the bookings at the two leading Minneapolis theatres, the Minnesota and RKO Orpheum, for the next few months, serves to emphasize the fact that a really high grade quality of product will be available for exhibitors this fall and winter. The list, published in another column, is by no means all-inclusive. It probably embraces only a small percentage of the sure-fire box-office attractions to be released and does not necessarily include the very best. There undoubtedly are some forthcoming pictures left off this list which will prove to be even greater hits and more meritorious offerings than the finest on it. But the fact remains that the pictures named size up in advance as a corking assortment of attractions which should spell profits for the exhibitors who play them.

(Continued on page 5)

"Free Soul" Boosts Box Office at the Minnesota

Minneapolis (week ending July 24)—"A Free Soul," starring Norma Shearer, at the Minnesota, was the week's big business getter. This picture pulled sensationally, giving the ace Publix house one of its biggest weeks of the summer, and netting a remarkable profit. Critics and fans raved about this attraction which built up during the week after a fine Friday opening. Otherwise, however, box office results in the loop were not so good. A weak assortment of pictures was said to be principally responsible for mediocre patronage at other houses. Along with the Minnesota, the Lyric, with a Ramon Novarro picture, "Son of India," was an exception to the generally poor business, doing somewhat better than the week before.

Aster—**Big Business Girl** (First National), Loretta Young. **Business:** Light. **Summary:** Just another "movie" about a college girl and her pursuers; pretty weak stuff. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**Son of India** (M-G-M), Ramon Novarro. **Business:** Good. **Summary:** A slow-moving and uninspired romance of an American girl and a wealthy young Indian. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Sennett Comedy; Screen Vaudeville.

Minnesota—**A Free Soul** (M-G-M), Norma Shearer. **Business:** Very big. **Summary:** Another fine, engrossing Shearer picture, relating the experiences of a young girl who loves well but not wisely. **Entertainment Merits:** 90 per cent. **Short Subjects:** Stage Show; Sound News.

RKO Orpheum—**The Good Bad Girl** (Columbia), Mae Clark and James Hall. **Business:** Fair. **Summary:** A crude and mostly tiresome melodrama of a young woman with a past and her efforts to go straight; seldom rings true. **Entertainment Merits:** 70 per cent. **Short Subjects:** Stage Show; Sound News.

State—**Confessions of a Co-ed** (Paramount), Sylvia Sidney and Philip Holmes. **Business:** Light. **Summary:** An irritatingly artificial and dull re-telling of the familiar story about the girl who marries without telling her husband about a past affair; laid in a false college setting. **Entertainment Merits:** 75 per cent. **Short Subjects:** Universal News; Bobby Jones' Series; Song Cartoon and Mickey Mouse Comedy.

MILWAUKEE

Week Ending July 16)

Alhambra — **Seed** (Universal), John Boles and Lois Wilson. **Business:** Good. (Ended third week.) **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden — **Their Mad Moment** (Fox), Warner Baxter and Dorothy Mackaill. **Business:** Fair. **Summary:** A romance with a slightly different twist and handsome settings. **Entertainment Merits:** 85 per cent. **Short Subjects:** Newsreel; Comedy.

Palace — **Arizona** (Columbia), Laura La Plante and John Wayne. **Business:** Fair. **Summary:** A neat and pleasant yarn of an army post and a former love affair which obtrudes into the married life of a colonel's wife. **Entertainment Merits:** 85 per cent. **Short Subjects:** RKO News; Fox Newsreel.

Riverside—**Sweepstakes** (RKO-Pathe), Eddie Quillan and Marian Nixon. **Business:** Fair. **Summary:** A clean and snappy story of the race track with Eddie Quillan in the role of star jockey. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand—**A Free Soul** (M-G-M), Norma Shearer and Lionel Barrymore. **Business:** Good. **Summary:** Another excellent picture for Miss Shearer with Lionel Barrymore sharing almost equal honors. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Fox Movietone News.

Warner — **Night Nurse** (Warner Bros.), Barbara Stanwyck and Ben Lyon. **Business:** Fair. **Summary:** A picture presenting not too heavy a treatment of the hospital theme. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Universal Newsreel.

Wisconsin—**I Take This Woman** (Paramount), Carole Lombard and Gary Cooper. **Business:** Fair. **Summary:** A story concerning a wild young lady from the east who acquires a cow hand from the west. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

Report Heavy Buying

(Continued from page 3)

line-up of stars is actually sensational, Mr. Goldhammer points out.

The Bobby Jones' golf series has being going like hot cakes, according to Mr. Goldhammer, while Publix last week bought the serial, "Adventures in Africa," for the entire Northwest circuit. Especially big things are expected of Barbara Stanwyck's "Night Nurse," E. G. Robinson's "Five Star Final," George Arliss' "Alexander Hamilton" (heralded as the talkies' "Birth of a Nation") and three Booth Tarkington kid pictures. "Smart Money," starring E. G. Robinson, already is a sensation in the territory, following its great reception at the State in Minneapolis, Mr. Goldhammer says.

Other exchanges report similarly good business. Columbia also is far ahead of last year. Universal has been finding anything but a dearth of business and the number of contracts closed during the past fortnight has been most gratifying to J. D. Garrison, exchange manager. Tiffany, Sono-Art and Educational are off to flying starts with their 1930-1931 sales campaign. Metro-Goldwyn is doing its usual fine business. RKO, Pathe and United Artists also have had better sales than for the corresponding period last year.

"The wise exhibitors are buying right now," said one prominent exhibitor. "With business bad at most of the theatres and with general conditions regarded at the moment as unfavorable, these exhibitors know full well that it is easier to get concessions now from salesmen and to buy on a better basis than it will be in the fall when a business pick-up is certain."

Young Graduate

Milwaukee, Wis.—One of the youngest graduates of the city is Delphine Meyer, daughter of Mr. and Mrs. Fred S. Meyer, who was graduated recently from the Shorewood High School at the age of 15. Her father, Fred S. Meyer, is managing director of the Alhambra Theatre and president of he M. P. T. O. of Wisconsin.

FRIDAY OPENINGS

New Policy at Publix House Here

Friday openings in place of Saturday week launched successfully at the 4,200-seat Publix Minnesota Theatre in Minneapolis last week. The strength of the initial attraction under the new opening policy, "A Free Soul," undoubtedly had considerable to do with the auspicious start.

Friday business was much larger than ordinary at the theatre and trade also held up nicely on Saturady and Sunday, while the balance of the seven days were marked by large returns, too. The gross for the entire week was exceptionally big. The fact that the picture went over so well with patrons undoubtedly was a leading factor and influence.

Lease Majestic

Milwaukee, Wis.—A lease has been taken by A. D. Davidson of Chicago upon the Majestic Theatre, local downtown house, which has been dark for the past several months.

A Strong Line-Up

(Continued from page 3)

even though normalcy in lines other than the theatrical still may be some distance away, Minnesota and Orpheum officials declare.

Never before, it is asserted, have so many high-class pictures possessing such strong box-office appeal been available for Northwest exhibitors.

The Minnesota started its array of "mop-ups" with "The Man in Possession" week before last. It is following that fine picture with "A Free Soul" (last week), Ruth Chatterton's "The Magnificent Lie," Marie Dressler and Polly Moran's "Politics," Maurice Chevalier's "The Smiling Lieutenant," Joan Crawford's "The Modern Age," Will Rogers' "Young As You Feel" and Greta Garbo's "Susan Lenox," each of which is regarded as sure-fire box-office.

The competing RKO Orpheum is just as enthusiastic over its list of pictures, starting with Barbara Stanwyck's "The Miracle Woman" this week. "The Miracle Woman" will be followed at the Orpheum by "Dirigible," Constance Bennett's "The Common Law," Richard Dix's "The Public Defender" and Ann Harding's "Rebound".

What's more, there are plenty of strong pictures, like "Smart Money," "Night Nurse," etc., etc., remaining for such other loop houses as the State, Lyric, RKO Seventh Street and Astor.

All in all, it looks like a big season ahead for the movie houses, assert those in the know.

HEAVY BILLING

"Miracle Woman" Gets Big Plug

"Positively the greatest picture since 'Cimarron,' " is how the R-K-O Orpheum Theatre, Minneapolis, has been billing Barbara Stanwyck's "The Miracle Woman" this week. The theatre went out of its way to advertise and exploit this attraction, agreeing with Ben Marcus, Columbia's exchange manager in Minneapolis, that it is Miss Stanwyck's greatest picture and one of the best box-office bets of the year. No less than two advance screenings were given for Morgan Ames, RKO division manager; Emil Franke, Orpheum house manager, and Dick Gilbert, RKO exploitation head, who were just as enthusiastic as Mr. Marcus over the film and immediately decided to go the limit in exploiting it.

After its Northwest premiere at the Minneapolis and St. Paul Orpheums, simultaneously, this week, "The Miracle Woman" will follow immediately on preferred playing time in Publix theatres in the territory. The picture partakes of the nature of a surprise box-office attraction as there has been little advance heralding of it. In fact, during the last few months, Director Frank Capra went ahead quietly and almost secretly, making the picture.

Following "The Miracle Woman" Columbia big speciad, "Dirigible," which was roadshowed at the Minneapolis Century Theatre this summer at $1.50 prices, its only Northwest showing to date, will be pre-released at the Minneapolis and St. Paul Orpheum theatres, starting August 1. The general release date in the territory will be Sept. 10 when "Dirigible" will start playing the leading Publix and independent houses for preferred time and extended run engagements. The roadshowing of the picture at the Century enhanced its prestige.

Mr. Marcus emphasizes the fact that Columbia is not holding back the bigger pictures until fall because it realizes the the need for bix box-office attractions during the summer.

Close Garrick

Fond du Lac, Wis.—The Garrick Theatre of this city closed July 12 for one month. During this time a new ventilating system will be installed and other improvements made to the theatre, according to W. L. Ainsworth, manager.

Buys 2 Houses

F. L. Koppleberger of the La Crosse, Wisc., has purchased the theatres at Tomah and Ciroqua, Wisc., and is planing to install Western Electric sound equipment in both of the houses.

Good Product Coming

(Continued from page 3)

In the last analysis, "the picture's the thing," and it should encourage Northwest exhibitors to know that they have such strong product coming up. Even in the face of generally hard times, adverse trade conditions and unfavorable weather, exhibitors have been finding that, as a rule, they are able to do business when they have the sort of first-class and outstanding entertainment that the public wants. And with poor pictures business cannot stand up, regardless of the best theatre management and exploitation, although, of course, good salesmanship and showmanship usually will increase the takings of any attraction.

So even though grain prices are low, Central Europe apparently is on the brink of bankruptcy and there is no assurance yet that the depression will end in the near future, the outlook for the exhibitor is not entirely gloomy and unpromising. It is an ill wind that blows no good. The unfavorable general situation undoubtedly has stimulated producers to herculean efforts to turn out product that will click in spite of all the adverse conditions now prevailing. The result is a higher average quality of pictures, it seems, than has been available at any time since the talkies' advent.

Berger Buying Product

(Continued from page 3)

"How does he get that way?" exhibitors now are demanding.

In circulars and on large printed cards, the N. W. Allied unit headquarters has besought Northwest exhibitors to buy no product until after the Allied convention in September because, it is alleged, prices being asked by the distributors are excessive and existing conditions make the purchase of pictures at this time unwise.

It is said that Berger was ready to close with Metro-Goldwyn for the latter's 1931-32 product two weeks ago, but balked because he could not get it released to him until October 15. The trade paper, which is Berger's mouthpiece, itself stated "Berger attempted to buy Metro product for Bemidji." Berger has let out a squawk, claiming that the product will be released to Publix situations September 1 and that this means 45 days' protection for the competing chain. It is thought that the Allied unit president inspired an article in the trade paper, charging a protection deal which Bob Workman,. M-G-M exchange manager, denies.

The Metro arrangement for distribution is the best for all exhibitors concerned and does not involve any new protection for Publix, according to Mr. Workman.

Bow Slipping

The fact that Clara Bow is slipping as a box-office attraction is attested by the fact that Paramount booked her latest picture, "Kick In," into the 30c Lyric for its Minneapolis loop first-run, instead of into one of the houses of higher classification and prices, the Minnesota and State.

MAT COMPLAINT

Exchanges Say They Are Sold at Cost

A complaint by Bennie Berger, president of the Northwest Allied unit, regarding a slight boost in the price of mats has brought forth a reply from Minneapolis exchanges that these mats are being sold at cost or less and that the recent tilt is due to efforts on the advertising departments of the producer-distributors to keep out of the red.

Paramount, which formerly charged 5c per column for mats on silent pictures and 10c for silents and sounds after the latter's advent, has boosted its price to 15c. Other exchanges, now charging 10c, are expected to follow suit.

The exchanges point out that costs of engraving, etc., formerly was charged against cuts which used to have a large sale, but which now are but little used, inasmuch as even smalltown papers for the most part now have turned to mats. Therefore, it is pointed out, the various costs that enter into the making of the finished mats must all be charged against the latter. Any analysis of costs will reveal that the exchanges do not make any money by selling the mats at 15c, it is claimed.

It also is pointed out by the exchanges that they are compelled to carry large stocks of mats and that they cannot begin to sell all that they make. There are 15 stills for each Pramount picture, for example. If the exchanges were able to sell all the mats on each picture prices could be reduced, it is admitted.

ANNIVERSARY

Supply House Came Here Year Ago

The Northern Theatre Supply company is celebrating an anniversary. A year ago the company moved its organization from Duluth, where it had been located for 10 years, to its present location, 19 Glenwood avenue, Minneapolis, and the anniversary is in celebration of its first year in Minneapolis.

A steady growth has been experienced by the Northern Theatre Supply Co. since its inception. It has always striven to furnish Northwest exhibitors with the utmost in service and the best in equipment and its efforts along these lines have helped to win it success.

Among the important equipment handled by the company are Kaplan Surfit projectors, Strong arc lamps, Roth actodector motor generator sets, Garver current regulators, Chicago Cinema Stage equipment, Vocalite beaded sound screens and various other supplies, accessories and equipment of standard make.

The company also handles Universal sound-on-film equipment which has been going over big in the territory. Numerous installations of this equipment have been made this summer.

S. J. Segal is manager and P. D. Castonguay service manager of the Northern Theatre Supply Co.

MORE KID FILMS

W. B.-F. N. Have Three by Tarkington

With pictures like "Skippy," "Tom Sawyer' 'and "Daddy Long Legs" cleaning up the box-office, L. E. Goldhammer. Warner Brothers-First National Minneapolis exchange manager, feels himself fortunate in having three Booth Tarkington features for youngsters among his 1931-32 product.

The pictures in question are "The Yankee Kid," "Penrod and Sam" and "School Days." They will help to fill the demand for clean, wholesome screen entertainment especially adapted for juvenile consumption, Mr. Goldhammer points out.

NEENAH REOPENING

Town Has Been Without Show One Year

Neenah, Wis. — Announcement has been made that the Embassy Theatre of this city, which has been dark for approximately a year, will reopen about August 1 under the management of the Bird Theatres Co. Neenah has been without a theatre during this entire period.

NEW COMPANY

Milestone and Selznick to Produce

Hollywood—A new producing company has been formed here by Lewis Milestone and David O. Selznick. The organization will be known as Milestone-Selznick Pictures, Inc., and will make a minimum of six pictures a year, according to present plans. Selznick is in New York arranging for distribution through a major company.

The two founders of the company will supervise the productions, with Milestone directing along with other directors. Selznick declared prior to his leaving for the east that with low overhead his company can make quality pictures at less cost than major producers.

PHENOMENAL RUN

"Sunny Side Up" Has Made Many Records

New York—"Sunny Side Up," which played at the Roxy beginning July 24, has run continuously since it was produced by Fox Films two years ago. During that time it has established records for attendance, box office receipts and extended runs in theatres all over the world.

Out of sixty-nine engagements in large city theatres not belonging to Fox it had fifty extended runs ranging from two to eight weeks; one extended engagement of two weeks at a second run house, and fifteen repeat engagements.

At twenty-two Fox theatres "Sunny Side Up" had fifteen extended runs ranging from two to ten weeks, and four repeat engagements.

Another Simmons

New York—Mike Simmons, advertising and publicity director for Sono Art, announces that he has an addition to his family. The newest Simmons is named Peter, born July 19.

Attacks Hudson Bill

M. J. O'Toole Warns Against It and Brookhart Measure Revival This Year.

Wrightsville Beach, N. C.—M. J. O'Toole, of the M. P. T. O. A., attacked the Brookhart and Hudson bills in an address before the North and South Carolina Theatre Owners Association convention here last week. Mr. O'Toole said:

"The Hudson bill, authorizing the appointment of a national commission to regulate the motion picture industry, will be revived in the next Congress, according to the recent report of the Department of Research and Education of the Federal Council of Churches.

"It's companion measure is the Brookhart bill, which may also be revived. But the declaration is made definitely with respect to the Hudson bill. Neither bill will pass. But the presence of either in Congress causes some uneasi-

(Continued on page 10)

W. E. GIVEN PATENT DECISION

In Case Filed Against Pacent; Infringement Charged by Western Electric.

New York—In an opinion of far-reaching importance given out Monday, July 20, Judge Clarence G. Galston of the Federal District Court held that talking picture equipment of the Pacent type infringes upon patents embodied in the Western Electric system. The opinion affects a large number of theatres throughout the country now using Pacent equipment. It terminates favorably the first of a series of similar actions brought by the Western Electric Company on the same patents.

The opinion upheld the Western Electric Company on three patents finding them valid and infringed upon. One of these, the Colpitts patent, covers broadly the "push-pull" relation of vacuum tubes for the amplification of sound. The second, the Arnold patent, covers perfections in this arrangement. The third, the Mathes patent, embodies the most modern circuit for maintaining a uniform supply of power to the amplifier regardless of fluctuations at the source.

(Continued on page 10)

Radio to Start on 10 Feature Pictures

Hollywood—With the return of President Joseph I. Schnitzer last week from a series of conferences in New York, the RKO-Radio Pictures studio will plunge into one of the most active periods of its history with ten pictures scheduled to be filmed or in production by October 1.

Anticipating this increased activity, William LeBaron, vice-president in charge of production, has issued rush instructions to his writing staff ordering scripts speeded in advance of previous deadlines.

Of the ten two are already in production. These are "Consolation Marriage," with Irene Dunne and Pat O'Brien, and "Are These Our Children?" directed by Wesley Ruggles which features an all-juvenile cast headed by Eric Linden.

The schedule to October includes two Richard Dix specials. "Secret Service," which starts next week, and "Frontier," the Howard Estabrook original which will present the star in a companion piece to "Cimarron."

Others being prepared are: "Home Town Laughter," which will set Ricardo Cortez on the first rung of a starring career with RKO-Radio; "Sour Grapes," featuring Mary Astor; "Peach-O-Reno," starring the comedy team of Bert Wheeler and Robert Woolsey; "Pent-house," starring Hope Williams; "Boulder Dam," which will keep pace with new developments at the government camp and dam site, and "Other People's Business," starring Phillips "Seth Parker" Lord. The latter film goes into production August 3.

May Modify Credit Ruling

Final Decree Gives Distributors Right to Apply for Modification if Conditions Warrant.

New York—There is a loophole in the final decree of the government's ruling against motion picture distributors, declaring the credit system illegal. The loophole gives the film companies the privilege to apply for a modification if later conditions show the decision to be too oppressive or no longer necessary due to change in conditions. This information is contained in a document signed last week by U. S. District Judge John M. Woolsey in the Southern District of New York.

The action was heard in this court and was determined by a decree entered Dec. 23, 1929, from which the petitioner, First National Pictures, et al., appealed to the Supreme Court, which reversed the decree of the District Court and issued a mandate on Jan. 20, 1931, remanding the cause.

Upon motion of the Government, represented by George Z. Medalie, U. S. Attorney for the Southern District of New York, and John Lord O'Brian, assistant to the Attorney General, of counsel, for relief in accordance with the prayer of the petition, and the defendants having appeared by their attorneys, Cadwalader, Wickersham & Taft, and Cornelius W. Wickersham, Arthur L. Fisk, Jr., and Gabriel L. Hess, of counsel, submitting a different form of decree, it has been ordered, adjudged and decreed as follows:

First: That by reason of the mandate of the Supreme Court issued Nov. 24 1930, and filed in this court on Jan. 20, 1930, and entered herein on Dec. 23, 1929, whereby the petition herein was dismissed on the merits, be and it hereby is vacated and set aside.

Second: That (1) the agreement of the defendant distributors to cause each defendant Film Board of Trade to adopt Rules and Regulations for the Establishment and Operations of a Credit Committee, a copy of which Rules and Regulations is attached to the petition herein as Exhibit "A"; (2) the adoption of said Rules and Regulations by each defendant Film Board of Trade; and (3) the carrying on of interstate commerce in motion picture films by the defendant distributors in conformity with the provisions of said Rules and Regulations constitute a conspiracy in restraint of interstate trade and commerce in violation of the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce against Unlawful Restraints and Monopolies," commonly known as the Sherman Anti-Trust Act.

(Continued on page 10)

'BORN TO LOVE' CONTRACTS

•

4,452 played to date!

•

3,275 still to play!

BORN TO LOVE

with JOEL McCREA and a brilliant cast • Photoplay by Ernest Pascal

Direction by
PAUL L. STEIN

RKO PATHÉ presents CONSTANCE

BENNETT

ALSO AVAILABLE! Eddie Quillan in "Sweepstakes," Helen Twelvetrees in "A Woman of Experience." COMING! Ina Claire in "Rebound," Bill Boyd in "The Big Gamble," Ann Harding in "Devotion." AND NOTE! Entire RKO Pathé product booked solid by all Fox circuits; Famous Players Canadian; Publix Balaban & Katz, Chicago; Butterfield, Michigan; Blank, Iowa; many others!

RKO PATHÉ

Available Now!

THE COMMON LAW

January Business in July!

HELD OVER BY
RKO in N. Y. — RKO in BROOKLYN
WARNER BROS. in ATLANTIC CITY
WARNER BROS. in PHILADELPHIA

Mayor Loses

Mayor W. F. Kunze of Minneapolis and Police Chief Harry Lindholm are out of money as a result of their fruitless efforts to stop the showing of "The Birth of a Nation" at the Lyceum Theatre, Minneapolis, last season. The federal court has ordered the two city officials to pay the costs of an action instituted by the theatre management to restrain police interference with the exhibition of "The Birth of a Nation." The federal court granted a temporary injunction restraining the police and mayor from stopping the performance and now has dismissed the appeal of the mayor and police chief from the ruling.

CONFAB CLOSES

Meet in Denver Results in Pre-release of Two

Denver—As a result of the enthusiasm expressed over "Cannonball Express," the first Mack Sennett-Andy Clyde comedy, and "I Surrender Dear," first Mack Sennett Featurette, screened for Educational's home office executives and western branch managers at the confab here, these two subjects will be pre-released. "I Surrender Dear" is the comedy featuring Bing Crosby, popular radio crooner, for whom Mack Sennett predicts a brilliant screen career.

Immediately on the close of the Denver meeting last Tuesday, Burt Kelly, assistant to Mr. Hammons, Gordon S. White, director of advertising and publicity, and Bill Saal, Tiffany representative, left for Hollywood.

Budd Rogers, feature sales manager, started a tour of the western branches, which will include trips to Educational's offices at Los Angeles, San Francisco, Portland, Seattle and Minneapolis. He will also visit branches in Vancouver, Milwaukee and Chicago.

Stanley W. Hatch, general sales manager; Harvey Day, field manager, and J. Reginald Wilson, in charge of sales promotions, are en route to New York.

Honored

Madison, Wis.—Madison's first girl to win the Golden Eaglet award, the highest Girl Scout honor, is Miss Dorothea Desormeaux, daughter of Mr. and Mrs. A. P. Desormeaux. Mr. Desormeaux has been actively connected with Madison theatres during the past ten years, and at present is manager of the Majestic Theatre here.

FIGHT FILM HERE

But It Fails to Play Loop Theatres

The Schmeling-Stribling fight pictures apparently did not appeal to Publix or RKO in Minneapolis as they failed to land in any of the big circuit houses for their initial loop run there and first showing in the territory. Instead, the scrap picture had to be content with a premiere at an independent grind house in the lower loop, where it was shown in conjunction with a feature photoplay for a flat 10c admission afternoon and night.

Reluctance of the two big circuits or any of the leading Minneapolis independents to use the fight pictures undoubtedly is due to the fact that the bout itself commanded but little interest. The Elliott Film Co. handles the picture in this territory.

WIDE PICTURES

Shown on Standard Size Film

The "Fulvue" device, which shows wider pictures without necessitating the adoption of more than standard size film, has been successfully demonstrated in London.

The chief merit of the device, it is said, it that it enables the spectator to witness in detail scenes on a scale that ordinarily would have to be "long shots."

The standard width of the Fulvue picture is one and two-thirds more than that of the size in common use, but it is said that where it may be physically impracticable for a theatre to increase its picture to this extent, the Fulvue apparatus is readily modifiable to give exactly the extended size which the theatre can accommodate.

It is also said that the new device can be fitted to any existing standard apparatus without interference with the projectors' ordinary use.

NOVEL RECORDING

RCA Gives Demonstration of Music Notes

New York—Declaring that its recording of 400 voices of the Mormon Tabernacle choir and of organ music at the same place is the best example in the reproduction of high and low notes RCA Photophone recently gave a demonstration before a large group of music critics. The music, which was recorded in Salt Lake, was highly complimented by the leaders in the musical field.

Screen Powerful in Business Recovery

Wrightsville Beach N. C.—Those who control the motion picture screens of this country are in a position to solve the country's economic problems and lead the nation out of the industrial and unemployment chaos in which it is enmeshed, M. J. O'Toole, of the M. P. T. O. A., told the delegates to the North and South Carolina Theatre Owners Association convention here last week.

Mr. O'Toole said that summed up the whole question centered on "equitable distribution" and "necessary readjustment of wages, working hours and living conditions to meet the ever-increasing possibilities of the machine age" and that there was nothing fundamentally wrong with the country or the American people.

He said that the theatre owners were especially concerned about these pressing problems in two ways. The first was their special duties and responsibilities to government and people because one of the most potent mediums of expression in the world was in their custody. The second was that theatre patronage was to some extent a luxury and general prosperity was always essential to the continued stability and success of the theatre business.

"Why then," he asked, "should we stand by and wait in vain for others to find the way out if we can blaze the way ourselves and do this big job now for America?

"If we would eat of the fruit of the tree of national prosperity we must help care for and nourish that tree. We cannot just bask in its shade and wait for the apples to fall.

"I communicated with every member of the United States Senate and most members of Congress on this question. With but few exceptions the replies were that it was not a statesman's problem but one for business men to solve. I was frankly disappointed with the result of my inquiries. But if those of the highest law-making body in the nation feel that it is the business man's duty to solve this question, then let us apply ourselves to its solution.

"Let the motion picture industry make this contribution to the people of the United States through the Motion Picture Theatre Owners of America and your state organzations.

"We live in an age of unprecedented production. We have more food than we need. We have more clothing than we could wear. We have more homes and building material available than our people require, and yet men, women and children in this nation are sorely in need of food and all of these life essentials.

"When we have as much or more than we need of everything and millions of worthy Americans want of these things, then surely the problem before us in one of distribution and re-adjustment of working and other conditions.

"Therefore, I make the following proposals to meet this most menacing situation:

"First: Provide by law a school, home and living facilities for every child in the nation up to the attainment of his or her fifteenth year and thus withdraw children from industrial tasks and make more jobs for adults. It would also give every person healthy bodies, trained minds and a proper start in life.

"Second: Then provide a minimum wage for all workers. This must not only be a living wage but one which will give a reasonable saving surplus from the fifteenth to the sixteenth year. Provide in addition for these workers a five-day week and eight hours per day. This will absorb most of the other unemployed and give necessary opportunity for healthful recreation.

"Third: A voluntary retirement from active labor at the age of sixty years and an adequate living old age pension for all workers from that period to the end of their lives. This will relieve all old people of the necessity of remaining in productive employment and absorb all of the remaining unemployed."

PLUG GOLF SERIES

State in Tie-up With the Minneapolis Star

The State Theatre, Minneapolis, has put on a big advertising campaign for the Bobby Jones golf series. The series are featured in the regular newspaper display ads and publicity matter. More than 200 process cards have been put out in sporting goods stores throughout the city. Through a tieup with the Minneapolis Star, which is running the Jones' series of articles, the theatre also is receiving a lot of valuable free publicity.

In return for free State tickets in connection with a circulation promotion stunt, the Star is running 4 by 12-inch ads for the theatre twice a week. It also is running stills from the picture to illustrate its Jones' articles. Large cuts of Jones and stories were run on the sporting page. Professionals, caddy masters and sport writers were guests of the management at a special showing of the pictures.

WE MEET *In* HOLLYWOOD

By Warren Stokes

W. RAY JOHNSTON

We meet W. Ray Johnston, president of Monogram Pictures Corporation, while here conferring with Trem Carr, vice-president of production.

"While other producers are talking about pictures, Monogram is making them." Such was Mr. Johnston's opening statement. He stressed the advantage of Monogram having seven pictures completed prior to release date of August 1.

"Independents might think this a foolish undertaking," he said, and advised us that Monogram was amply financed to carry out the plan, assuring exchange men and exhibitors of productions in plenty of time, putting production far enough ahead to allow the time necessary for careful preparation of remaining pictures to follow.

He expressed satisfaction on the following completed pictures: "Ships of Hate," with Lloyd Hughes and Dorothy Sebastian; "Mother and Son," with Clara Kimball Young; "Dugan of the Badlands," starring Bill Cody and Andy Shuford, and "Partners of the Trail," with Tom Tyler and Betty Mack. Completion of "The Montana Kid," "The Man from Death Valley" and "Isle of Hunted Men" will put Monogram seven up prior to release date.

"Thirty-three Monogram exchanges are being operated by leading independent exchangemen," he said. "Each owns an interest in the corporation and a perpetual franchise to distribute Monogram pictures in the future. The board of directors consists of the company's associated interests: W. Ray Johnston president; Trem Carr, vice-president for production; Richard Fielder, Empire Laboratories, treasurer; J. P. Friedhoff, asst. treasurer; James V. Ritchey, vice-president for foreign; and the following exchange members: Herman Rifkin, Boston; Arthur Bromberg, Atlanta; Harry Thomas, New York; Floyd St. John, San Francisco; Nat E. Steinberg, St. Louis; Irving Mandel, Chicago. Distribution in the United Kingdom is being made through the Gaumont Company of London."

Mr. Johnston believes that better business is coming through the fact that Monogram exchanges wrote 49 per cent of their year's quota in the first six weeks of selling. He believes the current season holds every promise of being the greatest in the history of the industry.

SIGN BURTON KING

To Supervise Big 4 Productions

Hollywood — John R. Freuler, president of Big 4 Film Corporation, announced the signing of Burton King as production supervisor on the West Coast.

King, who has had many years of experience as producer and production supervisor, began his career with Equitable and was later associated with Metro, Pathe, Selznick, Gotham and Associated Exhibitors.

24 FROM PEERLESS

New Company Headed by Louis Schneider

New York — Peerless Productions, Inc., recently organized by Louis Schneider, Jack Bellman and Adolph Pollak, will produce and distribute 24 features during the 1931-32 season, according to an announcement by Mr. Schneider, president.

The productions will be released simultaneously throughout the country through affiliated exchanges. The first two pictures will be "Love Bound" and "The Sea Ghost." The company, the announcement states, will make every effort to present unusual attractions by well known authors, with competent directors and distinguished stars. The new organization is well financed to carry out its program, Mr. Schneider declares.

Laura La Plante heads the cast in "The Sea Ghost." The cast of 'Love Bound" includes Myrna Loy, Ralph Forbes, Betty Bronson and Nance O'Neil.

Charles Reed Jones is director of publicity and advertising for Peerless.

What determines the selling price of THEATRE SUPPLIES

THE price of theatre equipment and accessories is not set by a salesman or a dealer. It is determined by the quality of materials and workmanship that go into the making of any given product and by the quantity in which that product is produced. Every unit of theatre equipment, every single accessory, has a fair price—the price for which it is sold by the National Theatre Supply Company. You'll usually find the first cost of National products lower by actual comparison—you'll find them consistently lower in the long run; for every purchase you make at your National Branch is covered by a rigid dual guarantee of quality and of satisfactory service, in every respect.

COMPARE this NEW LOW PRICE

NATIONAL
FIRM SET
FILM
CEMENT

Probably more National "Firm Set" is used annually in the projection rooms of the world than any two other brands. . . . Because it is unvarying in quality, because it spreads evenly and because it always holds. Incidentally, National Firm Set Film Cement is one of the many items on which you save money by dealing at your National Branch. Not long ago, you were asked to pay 25c a bottle for any kind of cement. You can now buy Firm Set at your National store for 15c a bottle.

NATIONAL THEATRE SUPPLY COMPANY

THE STAMP OF TRUE ECONOMY

1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa.

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

RKO-Pathe Producing Schedule Under Way

Hollywood—Lee Marcus, president of RKO-Pathe, has arrived at the West Coast studios of the company in Culver City for production conferences with Charles R. Rogers, vice-president in charge of production.

"The production pace set by Rogers when he took over the reins at the RKO-Pathe studio four months ago has been maintained at an even clip showing quality results obtained by a consistent schedule," states Marcus, in reviewing the production progress.

"No spurt-and-lull methods of production have marred the even schedule set at the start and adhered to during the entire period. The result is a production score that any studio might well be proud of and an assurance that showmanlike product is being turned out in a designated time."

To date six productions have been completed. They are: "Rebound," "A Woman of Experience," "The Common Law," "Sweepstakes," "The Big Gamble" and "The Mad Marriage."

"Devotion," temporary title of the new Ann Harding vehicle, and "Eddie Cuts In," starring Eddie Quillan, are ready to enter the cutting rooms, making at least one picture from each star ready for release shortly.

In preparation and scheduled for an early shooting date are "Suicide Fleet," starring Bill Boyd; "Dangerous to Love," starring Constance Bennett; "Salvaged," starring Helen Twelvetrees; "Women Need Love," starring Ann Harding, and "Pick Up," starring Helen Twelvetrees.

The same fast pace has been set for the Western unit. The "Sundown Trail" company with Tom Keene, Marion Shilling and a crack cast of Western favorites has just returned from location at Victorville with the first of the six westerns tucked away in the cans and ready to be cut.

"A Woman Commands," Pola Negri's first, is being put into shooting shape by Horace Jackson.

The comedy units, under Lew Lipton, are well ahead of the schedule set four months ago without sacrificing the determination to turn out comedies of a calibre big enough for any program.

Attacks Hudson Bill

(Continued from page 6)

ness and has a tendency to withhold investments in the industry and hinders legitimate progress in many ways.

"Yet some exhibitors have given their support to the Brookhart bill. Theatre owners who favor the Hudson or Brookhart bills are deliberately asking the Federal government to take charge of the motion picture business. If this business is ever controlled by the Federal government it will mean party control where anything approaching a medium of expression is involved.

"The Federal government now controls the radio, issues licenses and grants broadcasting privileges. Any time when the occasion requires it can be transformed into the political hand-maid of the party in power.

"This of itself is a major evil and will apply with equal force to the motion picture if any element of Federal control over our business is permitted.

"Then we face the other problem of being denied the right to conduct our own business which in our case is much more serious than any similar regulation apiled to manufacturing or transportation enterprises where standards are followed and factory and similar trade situations exist."

W. E. Wins Suit

(Continued from page 6)

The opinion found that the Lowenstein patent, covering the "grid bias," was invalid. It held that the Blattner patent, covering a device that permits the use of an alternating current supply to the amplifier, was not infringed upon.

Important as it is in itself, Judge Galston's opinion has a wider significance in its bearing on other suits, now pending, which involve the same patents. Such suits are awaiting trial in the Federal Court of the Southern District of New York against Pacent Reproducer Corporation and Pacent Electric Company, and in the District of Delaware against the Stanley Company of America.

May Modify Ruling

(Continued from page 6)

Third: That the defendants, their officers, agents, servants and employees, and all persons acting under, through or on behalf of them, or any of them, hereby are perpetually enjoined, restrained and prohibited, individually and collectively:

1. From further engaging in or carrying out said conspiracy or any other conspiracy similar to, or having a purpose or effect similar to said conspiracy.

2. From doing any act or thing whatsoever having the same purpose or effect as the acts done in pursuance of said conspiracy or promoting, or tending to promote, any of the purposes and effects thereof.

3. From enforcing or carrying out, directly or indirectly, any of the provisions of the aforesaid rules and regulations or any other rules or regulations identic therewith or similar thereto, or having the same purpose or effect as the aforesaid rules and regulations.

4. From retaining any sum or sums heretofore received from any exhibitors of motion pictures in the United States by virtue of the operaiton or enforcement of the aforesaid rules and regulations.

5. From entering into any understanding, arrangement, combination, conspiracy or agreement (1) to refrain, either for a limited or an unlimited period of time, from entering into any contract for licensing the exhibition of motion pictures, or (2) to require the deposit of security by the licensee as a condition of entering into any such contract with such licensee.

Fourth: The provisions of this decree shall not be construed, however:

1. As prohibiting any defendant distributor, or any member of any defendant Film Board of Trade, from exchanging, either directly or through a committee or other agency, information concerning the financing or moral responsibility of any exhibitor of motion pictures in the United States; always provided, that there shall not be made, in connection with or in supplement of such exchange of information, any comment in the nature of a recommendation as to any action to be taken thereon, or

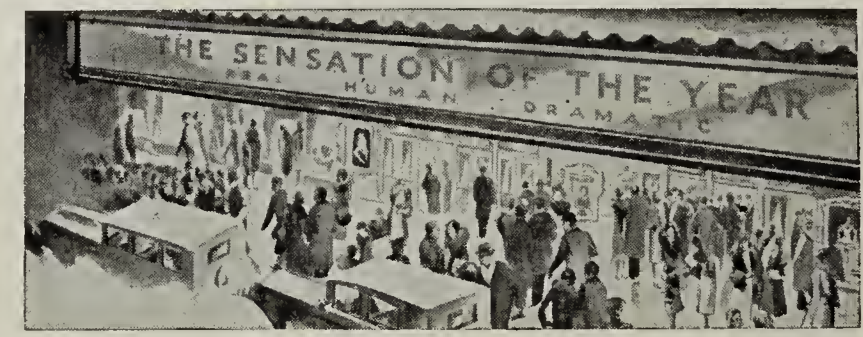
2. As prohibiting, restraining, or interfering with the action of any single company or firm, which is a defendant herein, by its or their officers, agents or employees, whether such officers, agents or employees are themselves made parties hereto or not, from acting with respect to its or their own corporate or firm of business, property or affairs, entirely independently and free from any agreement or understanding with any other defendant distributor or defendant Film Board of Trade, or member thereof.

Fifth: Jurisdiction of this cause is hereby retained:

1. For the purpose of enforcing this decree and making such other and further orders and decrees as may become necessary herein, and

2. For the purpose of enabling any party hereto, to apply to the court for such further orders and directions as may be necessary or proper in relation to carrying out the enforcement of the provisions of this decree, or

3. For the purpose of applying to the court for a modification of this decree, if it be hereafter shown to the satisfatcion of the court that by reason of changed conditions or changes in the statute law of the United States, the provisions hereof have become inadequate or inappropriate, or unduly oppressive to the defendants, and are no longer necessary to secure the maintenance of conditions in harmony with the law.


THE SENSATION OF THE YEAR
REAL HUMAN DRAMATIC

RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.

Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

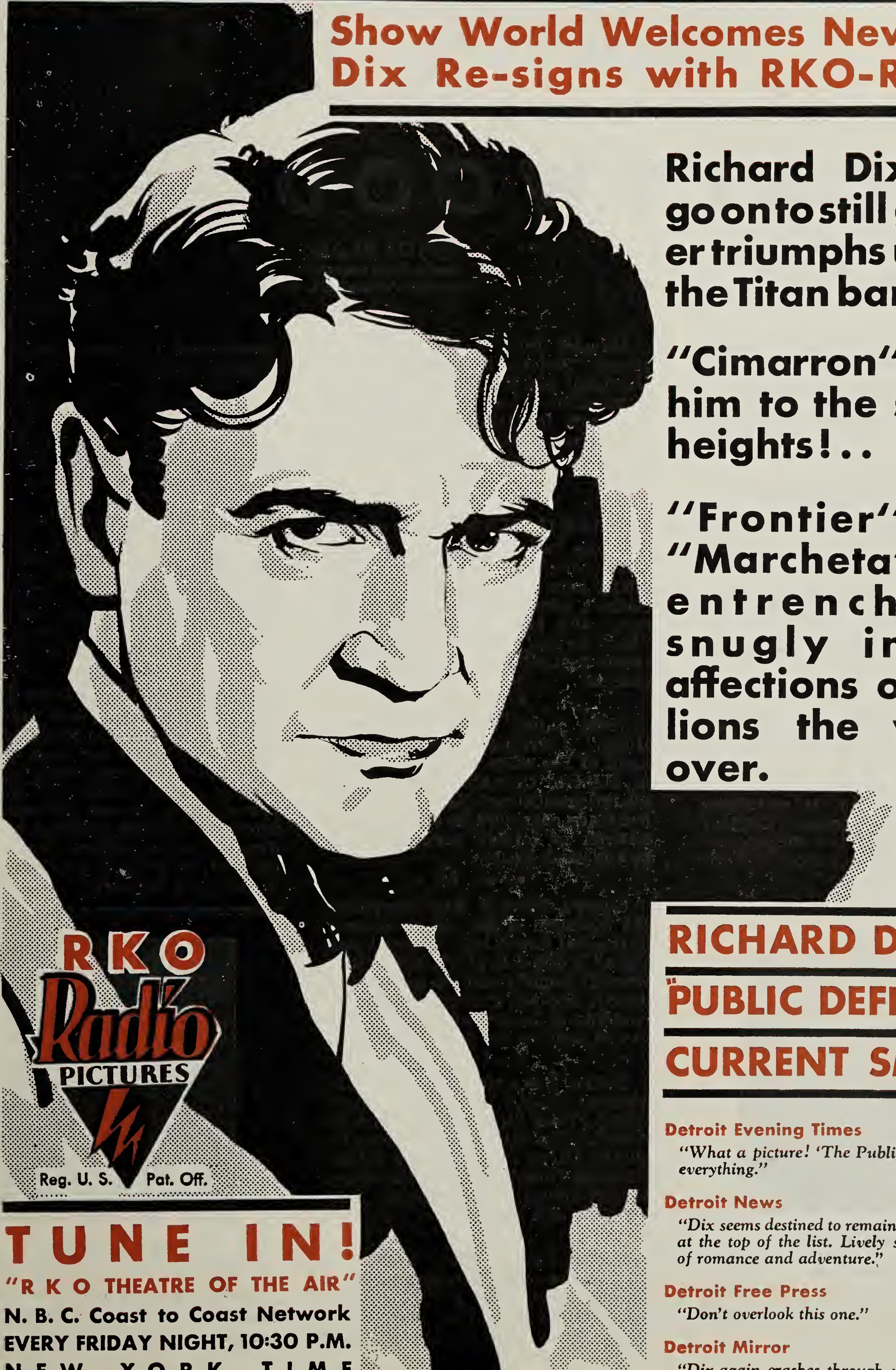
Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools
and Theatres
General Offices: 14 E. Jackson Blvd., Chicago, Ill.
Branch Offices in all Principal Cities

HIS GREATEST YEAR!

Show World Welcomes News . . . Dix Re-signs with RKO-Radio



Richard Dix will go on to still greater triumphs under the Titan banner..

"Cimarron" lifted him to the starry heights!..

"Frontier" and "Marcheta" will entrench him snugly in the affections of millions the world over.

RKO
Radio
PICTURES
Reg. U. S. Pat. Off.

TUNE IN!

"R K O THEATRE OF THE AIR"

N. B. C. Coast to Coast Network
EVERY FRIDAY NIGHT, 10:30 P.M.
NEW YORK TIME

RICHARD DIX IN "PUBLIC DEFENDER" CURRENT SMASH

Detroit Evening Times

"What a picture! 'The Public Defender' has everything."

Detroit News

"Dix seems destined to remain for a long time at the top of the list. Lively story chock-full of romance and adventure."

Detroit Free Press

"Don't overlook this one."

Detroit Mirror

"Dix again crashes through with a fine performance . . . looks great in straight role."

THIS WEEK *in* HOLLYWOOD

By JOE BLAIR
Studio Representative,
Associated Publications, Inc

LON YOUNG, former independent producer of the State Right market, and more recently director of publicity for the Columbia studios here, has resigned to re-enter the producing end of the business.

Prior to joining Columbia, Young produced several excellent pictures for State Right release, foremost being "The Last Dance," "The Lotus Lady" and "In Old California."

He is a graduate of Oxford, a shrewd production executive, and is thoroughly experienced in every branch of the motion picture industry.

* * *

Mary Astor is charming in "Smart Woman," a Radio picture which I witnessed the other evening at a preview. The picture is almost another "Holiday" in its smartness and directorial treatment. Gregory La Cava wielded the megaphone and deserves high honors for his splendid work.

BENNY RUBIN

This popular comedian is starring in a series of six two-reel comedies for RKO-Pathe. The first is titled "Julius Sizzer."

Director John M. Stahl has completed "Strictly Dishonorable" for Universal and the picture looks like a sensation. If so, this makes three in a row for Director Stahl, who will be remembered as the director of "The Lady Surrenders" and "Seed."

* * *

CLARK GABLE is a name exhibitors had better start to memorize for their marquees. This young man is a sensation in Greta Garbo's latest picture, "Susan Lennox," and has just been cast for "Hot News," Emil H. Gaureau's recent best seller which M-G-M purchased.

* * *

Vicki Baum, author of "Grand Hotel," is writing the screen treatment of her story which is to serve as Maurice Chevalier's next Paramount production. Isle Lahn, who has made considerable success as an adaptor of foreign versions, is assisting Miss Baum.

* * *

George Stevens has completed the direction of his eighth comedy at the Hal Roach lot. "Mama Loves Papa" is the title of his latest "Boy Friend" comedy and the picture is a dandy. Stevens graduated from the cameras of Laurel and Hardy unit and is well on the way to success.

* * *

Tiffany has a nice picture in "The Monster Kills," a mystery story which Frank Strayer wrote and directed. The cast, a notable one, includes Aileen Pringle, Alice White, Kenneth Thompson, Hale Hamilton, Robert Elliott, Leslie Fenton, Robert Ellis and others.

* * *

Ernest Pascal, noted author, is writing the screen adaptation of his original play, "The Marriage Bed," for Paramount. This story is to serve as a forthcoming Frederic March and Claudette Colbert co-starring vehicle.

* * *

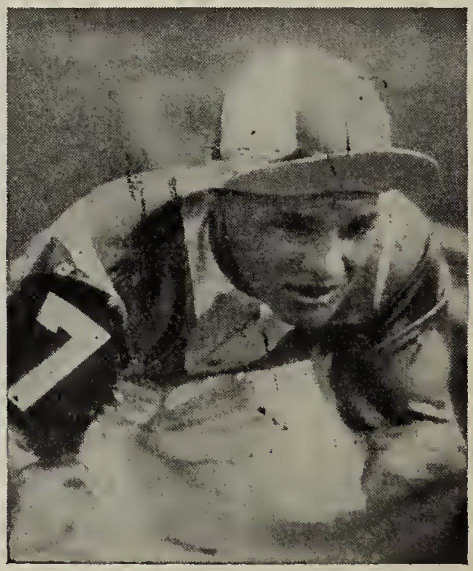
Col. Tim McCoy, recently signed by Columbia on a long term contract, has been assigned to his first production titled "Shot Gun Pass." J. P. McGowan will direct.

* * *

Una Merkel is certainly destined for starring roles if she continues on in her recent good work. The other evening, I saw her in a preview of the Fox picture, "Wicked," and she certainly brightened up the story. Here is a light comedienne who has a world of charm.

* * *

EDWARD CAHN, former Universal film editor, has been promoted to directorship by Carl Laemmle, Jr. This young man showed such talents in suggesting and directing added scenes for the improvement of recent Universal pictures, that Junior assigned him the direction of a forthcoming, as yet untitled, story dealing with romance in the steel industry.



EDDIE QUILLAN

as the jockey hero of RKO-Pathe's "Sweepstakes," which is playing to pleasing crowds in all parts of the country.

THE BAROMETER

REPORTS
OF RESULTS AT THE
BOX OFFICE

. . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

The Lightning Flyer, James Hall and Dorothy Sebastian — A very good story. Excellent recording on disc. Very good direction. Another Columbia victory. — A. L. Burroughs,, Palace, Xenia, Ill.

FIRST NATIONAL

The Lash, Richard Barthelmess —story of California in the '50s. Good story and interesting—Chas. Lee Hyde, Grand Pierre, S. D.

FOX

Charlie Chan Carries On, Warner Oland—Business good. Played it on a "bargain night." A good picture for its type. Will please anyone. — Louis Perretta, Crescent, Mahomingtown, Pa.

Women of All Nations, Loew-McLaglen—Business good on this one. It is rough in spots but the patrons liked it.—A. M. Inman, New Topic, Fairfax, Minn.

M-G-M

Trader Horn, Harry Carey — Best of its type but did not draw. Business on this was below average. Good animal scenes.—Louis Perretta, Crescent, Mahomingtown, Pa.

A Lady's Morals, Grace Moore—Lost money on this one. Pay for it and don't play it and you will be money ahead—Louis Perretta, Crescent, Mahomingtown, Pa.

Call of the Flesh, Ramon Novarro—A good picture with a fine cast. Has touching scenes.—Louis Perretta, Crescent, Mahomingtown, Pa.

PARAMOUNT

Devil's Holiday, Nancy Carroll—Good. Nancy always goes over here.—Gatie Black, Liberty, Red Rock, Tex.

Right to Love, Ruth Chatterton—Business fair in good weather. Pleased about 50 per cent—Gatie Black, Liberty, Red Rock, Tex.

Sea God, Richard Arlen—Business good in good weather. Pleased 50 per cent. Book this one—Gatie Black, Liberty, Red Rock, Tex.

Feet First, Harold Lloyd—About two reels too much of hanging on building; would be better if shorter. Weather dry.—F. D. Hurd, Opera House, Tolley, N. Dak.

Follow Thru, Nancy Carroll—I agree with Wm. Faversham in regard to too much "smut" in shows. F. D. Hurd, Opera House, Tolley, N. Dak.

STATE RIGHTS

Hell on the Border, Villa, Mexican bandit—Played this picture to very good business. Picture is entertaining. Lobby display is great and calliope brought them in. I advise any exhibitor who can play this picture to do so—"Ken" Woodward, Penn-State Amusement Co., Uniontown, Pa.

UNIVERSAL

Roaring Ranch, Hoot Gibson—Good business in good weather. Pleased most everyone. We played this late but it did good business just the same — Gatie Black, Liberty, Red Rock, Tex.

See America Thirst, Slim Summerville, Harry Langdon—Business fair. Pleased 75 per cent. Not so hot. Awfully silly.—Gatie Black, Liberty, Red Rock, Tex.

Spell of the Circus, Francis X. Bushman, Jr.—A good circus serial. Did good business on this one. Will please everyone who sees it—Louis Perretta, Crescent, Mahomingtown, Pa.

Hot and Bothered, George Sidney, Charles Murray—A good comedy. Recording on disc good.—A. L. Burroughs, Palace, Xenia, Ill.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC.,
4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________________ **Producer** ______________________

Business and Comment: ______________________

____

______________________ **Weather:** ______________________

Title ______________________________

Star ______________________ **Producer** ______________________

Business and Comment: ______________________

____

______________________ **Weather:** ______________________

City ______________________ **Theatre** ______________________

State ______________________ **Exhibitor** ______________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Co-operative Pages Used Successfully

CONSIDERABLE ingenuity is being used around the country in tieing up merchants on cooperative page used in connection with "Big Business Girl" each individual ad contained a reproduction of a widely known trademark. The successful ones who told the names of the companies back of the trademarks received prizs.

A cooperative page on "Smart Money" had the fragment of a photo of one of the members of the cast of the picture in each of its ads. To those who identified the fragments were given prizes. This tie-up proved tremendously successful from the standpoint of the advertisers and the theatre.

In putting over a page cooperative ad on "Big Business Girl" in another city prizes were offered to those sending in the best essays tieing up the goods advertised with the picture.

Now comes a cooperative page ad run in the Porthsmouth (Ohio) Sunday Times in connection with the showing of "Smart Money" at the Laroy Theatre. Ten merchant took part in this stunt, prizes being offered for the best slogans tieing up the stores advertised with the title of the picture. Part of the plan was the posting of the slogans received by the various merchants in their show windows. It looked as if everyone in Portsmouth took part in this contest so the tie-up was voted a big success.

Variety of Stunts On "Trader Horn"

SPECIAL letter invitations to all ministers, priests, members of the Board of Education, superintendents of schools, Kiawanis Clubs and civic bodies to attend special Wednesday morning showing was included by Mr. Wright, manager of the New Bison Theatre, in the extensive campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production, "Trader Horn."

Wright also arranged a special show for school children Wednesday at 4 o'clock.

He also had circus heralds distributed in a house to house canvass.

Several tie-ups with local merchants were included, interesting among which was the drug store tie-up featuring special "Oo-Moo-Loo Sundaes."

Two colored boys were painted up, one carrying a banner made like an African shield with the wording "See the animals in their native state," and the other, a sign reading "Take a trip with Trader Horn into this romantic land of Africa, coming to the Bison May 20th." There was a colored boy with a tom-tom drum.

New Angle on "Two-for-One"

A two-for-one idea which has a slightly different angle is the one used by the Chief Theatre, Kansas City. Instead of advertising the plan as giving a free ticket with every adult admission bought, the house has inaugurated a "Pal Night". Idea is to get the patrons to bring a pal along as a guest of either the house or the one who buys the ticket. The patron buys an adult admission ticket and his pal is admitted free. It's the same "two-for-one" idea, but the "pal" angle gives it a different slant. Stunt is working okay one night a week.

Here's a Good Lobby Ballyhoo

IN Greenfield, Mass., a familiar stunt was worked by the Garden Theatre to get attention to "Daddy Long Legs". A young man sat in a chair near the box office and held an unbrella. Letters on the umbrella read: "I am going to be first in line to see Janet Gaynor in 'Daddy Long Legs' here Tuesday, Wednesday and Thursday."

A similar plan was worked in Cleveland last year when an old man stood on a street corner and stopped buses. Instead of getting on the bus, he hollered out to the driver in a loud tone so all passengers could hear: "Does this car go by the such-and-such theatre where they are showing such-and-such. I understand it's the best show in town."

Large Postal Card Draws Town's Eyes

A GIANT postal card, measuring 3½ x 5 feet, and addressed to Richard Dix and Jackie Cooper, proved to be an excellent lobby ballyhoo for "Donovan's Kid," when that picture played the Capitol, Grand Island, Neb.

The message on this giant post card read: "Dear Richard Dix and 'Skippy' Cooper: We, the undersigned, are special fans of yours. We have heard that your new picture, 'Donovan's Kid,' is a knockout and we are going to see it."

For five days this card was placed in the lobby. On the opening day a member of the house staff carried it through the business section of the town, seeking signatures. By evening the card was completely covered with names of local residents.

This is an exploitation idea that can be worked to good advantage on any picture at a small cost and it is bound to draw attention.

"Permit" Card Gets Attention

A clever "permit" card has been brought to our attention, which should be a novel way to advertise a theatre. Harry Reader, free lance exploiteer, of St. Louis, has used this card to good advantage in a number of theatres.

The card resembles those issued by organizations as a certificate of membership. This is the wording on the placard:

Commonwealth of the World:

This is to certify that I, the legally wedded wife of ____________ do hereby permit my husband to go where he pleases, drink what he pleases and when he pleases, and I furthermore permit him to keep and enjoy the company of any lady or ladies he sees fit, PROVIDED THAT HE TAKES THEM TO THE ____________ THEATRE, where I know he will see a good show, as I want him to enjoy life in this world for he will be a long time DEAD.

Signed ____________

The name of the theatre is printed in the space allowed for it. These cards have created a lot of amusement and have attracted interest to many theatres.

Hobby Horses

HOBBY horses, made from bits of beaver board, were utilized by P. D. Griffith, manager of the Ritz, Macon, Ga., to advertise "Dude Ranch." The horses were not cut-outs, but were well made from beaver board and horse hair. A head of Jack Oakie, cut from a poster, mounted on movable legs, was placed astride one of the horses and put in the lobby. The stunt was inexpensive and attracted considerable attention.

Joe Weil, Author

Joe Weil, exploitation manager of Universal Pictures Corporation, has put into book form "Strictly Dishonorable," which will be released in September. The book goes on sale August 15.

Extensive Campaign Boosts "Free Soul"

GUS MITCHELL, manager of the Imperial Theatre, Newton, N. C., cooperated in placing an extensive advertising campaign through, both in his county and in the neighboring one of Hickory, N. C., in an effort to put over his showing of the Metro-Goldwyn-Mayer production, "A Free Soul."

Mitchell literally plastered every available space in an area of thirty miles with announcements, photographs and window cards. He also arranged to have special announcements mailed out to theatre-goers over the country, and had heralds distributed in a house to house canvass.

In building his newspaper campaign, Mr. Mitchell started with a teaser campaign which broke ten days in advance of the opening. He then continued inserting copy every other day, concluding on the opening day. Ads were also placed in a Hickory paper.

On Station WBT located in Charlotte, N. C., some fifty miles from Newton, Mr. Mitchell purchased time and on the second day of the run had an announcement made to the effect that "A Free Soul" could be seen in Newton.

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

New Type of Screen Offers Picture Depth

Recently, one of the most eminent investigators in the field of applied optics, a scientist in charge of development of the only practical two-way television system, designed a screen which permits relief picture projection. To secure the full benefits of this screen, it is necessary to utilize a special projector which is commercially impractical.

This screen consists of a series of rod-like filaments, the shape and angles of each rod being based upon complicated mathematical formulae. Keasbey & Mattison Company of Ambler, Pa., one of the country's leading manufacturers of asbestos products, recently discovered, however, a means of forming asbestos into rod-like threads which are woven together to produce a motion picture screen. This new screen is called "Visibestone," a combination of syllables abstracted from the words "vision," asbestos" and "tone." While it is not claimed that complete stereoscopic vision is thus obtained, it is claimed that, upon seeing a picture projected on this screen, a tremendous depth of picture is apparent. There are no harsh, glistening reflections; there are no holes to destroy the picture, but from each of these asbestos fibre rods the light is reflected brightly and smoothly, resulting in a perfection of contrasts and shading in the picture not obtainable upon a smooth surface of sheet, nor from one containing crystals or reflecting particles, it is claimed.

One of the serious handicaps to good projection in many theatres is the large number of seats at the side and near the front of the house, in which the picture is distorted or lacking in sufficient light to be easily seen. It is claimed that this new screen entirely overcomes this objection because of the rod-like structure, since light is reflected from the round surface of these rods into the remote angles of the theatre. Comparing a picture on this screen with a flat screen is said to approximate the difference between seeing with two eyes or one, or comparing a photograph with its newspaper reproduction.

The scientific design of the ideal theoretical screen for relief picture projection depends upon the critical relationship between the shape of the rods and the refractive index of the material. Here again, in asbestos, nature has provided ideal material for this purpose. Each of these asbestos threads consist of a multitude of fine, glass-like fibres, which results in a soft and even reflection of the light. Combined with these properties, a special surfacing material is employed which increases the normal light reflection value. As a result, scientific tests have shown a uniformly high light reflection from this screen at all angles at which it is possible to be viewed in a motion picture theatre. While such measurements are of value, they do not indicate the full degree of improvement gained by this rod-like construction in eliminating the distortion and giving a brilliant picture even at the extreme sides of the theatres.

The Visibestone Sound Screen, being an asbestos product, is obviously fireproof and non-combustible. It has been approved by Electrical Research Products, Inc., for use with talking picture equipment and is being distributed by National Theatre Supply Company.

McCullough Writes on Upkeep of sound

(Reprinted from western edition of Fox's "The Last Word" by R. H. McCullough.)

It is imperative that the Movietone light gate be cleaned before threading the projector for Movietone presentation. All projector bases should be permanently grounded. Never allow any outside source of light to come in contact with the photo-electric cell compartment during the time the film attachment is in operation, other than that source of light supply which comes from the reproducing lamp. A hum will be perceptible if the sprocket perforations project over in light source of the sound aperture. Idler rollers directly above the sound aperture should be inspected quite frequently to see that they are moving freely. If they are allowed to become cut, the film will move sideways, thus causing the sprocket perforations, or the dividing line between the picture and the sprocket perforations, to project over in the light source. This will naturally cause a hum. Keep sprockets and idlers clean at all times. Always before starting the sound projector, adjust all meters to their respective operating values.

From the Western Electric photo-electric cell positive terminal to the grid leak clip on the amplifier there is a very small stranded wire. The constant vibration of the projector causes the amplifier to swing. This swinging causes the strands to break in the soldered connections, but leaving only enough contact to make connection, and as the amplifier swings a crackling noise will be perceptible. It is necessary to inspect these connections very closely. Crackling noise is often causes by the one-amp midget fuse in the photo-electric cell "B" battery box being defective. Photo-electric cell "B" battery connections should always be soldered.

"B" batteries should never be tested for voltage and amperage after they have been standing idle, they recuperate to some extent, and during the first few moments of their use they will product a higher voltage than they will after being in use for several minutes. When 45-volt B-batteries drop down to 37 volts, B-batteries may sometimes be noisy.

Dry "B" batteries should be tested for noise with a head-phone set connected in series with a one-microfed condenser. Place the tips of the leads on the battery terminals and listen for noise. Be sure that connections between battery terminals and head-phones are perfectly tight, as any slight movement in connections will cause a noise in the phones, and will give an incorrect test.

It is extremely important that storage batteries are not overcharged. Calculate the battery charging rate. Add the number of amperes drawn by all the tubes in the amplifiers with filaments or plates drawing current. Multiply the amperes by the number of hours of use and then add one-quarter to this amount (to make up for battery efficiency). The result is divided by the number of amperes given by the charger. The division shows how many hours the charger should be operated for the number of hours the amplifiers are in use. Noisy reproduction can many times be traced to loose battery connections. Keep them clean, use a little vaseline and replace and be positively sure they are tight.

IMPROVED VACUUM

Contact Is Offered by the Burgess Co.

A new and improved vacuum contact for use wherever a positive, rapid and durable electrical contact is required in circuits handling up to six amperes continuous load or eight amperes intermittently, and up to 220 volts, has been introduced by the Burgess Battery Co. of New York.

The device may be operated by hand, by mechanical means, or by an electromagnetic agency such as the usual telephone relay. It is declared to be especially adapted for use in telephone systems, controllers, sign displays and numerous other applications where a considerable wattage must be controlled by minimum energy. The contact may be operated in any position and is claimed to be extremely durable.

A-C AMPLIFIER

Placed on the Market by Gates Radio Co.

Quincy, Ill.—A completely AC-operated amplifier for theatre use which permits the manager to make personal announcements in his theatres has been perfected and is being marketed by the Gates Radio & Supply Co. of this city.

The amplifier is said to consist of a four stage impedance capacity and transformer coupled amplifier incorporating a pair of UX-250 tubes in a push-pull circuit in the last stage, and is claimed to assure 15 watts undistorted output. The equipment, it is declared, will operate at the highest efficiency without hum or other noises.

o

Coin Machines on Sharing Plan

A series of coin vending machines, including a weight machine for added theatre profits, is being offered on a profit sharing basis by the Mills Novelty Co. of Chicago.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Exhibitor's Name ________

House Name ________________

Town ________________

State ________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

CHAIR COVERS, seat covers, tailored to measure; 70 odd patterns to select from, including whites, colors, stripes. Price range from 17 to 45 cents. Send paper shape of chair back for sample cover free. Florence Bedding Co., Florence, S. C. 8-11

GULF BREEZE late model blower, speed control, 5 h. p. motor, $150. 250 veneered chairs, 75 cents. One automatic rewind table $35. Harry Harris, Fox Theatre, Dallas. 7-28

900 VENEER theatre chairs, $1.00 per chair, good condition; available after August 10. College Theatre Corp., Columbia, Mo. 8-11

NEARLY NEW equipment Simplex projectors, sound-on-film; town 1,700; good surroundings. Must sell by September 1. Grand Theatre, El Paso, Ill. 7-28

250 3-ply veneer chairs, 50 cents each; f. o. b., Independence, Kas.; one non-synchronous outfit complete, $50. Mainstreet Theatre, Independence, Kas. 7-28

THEATRES FOR SALE

500-SEAT Theatre—Good sound equipment, cooling system, good business, 16,000 population, low rent. Other business necessitates selling. Paul McConnell, Parsons, Kas. 8-4

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 8-4

THEATRE—300 seats, silent, population 2,100. Good reason for selling. Mayme Drake, Bremen, Ind. 7-28

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. 4-18

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

EQUIPMENT WANTED

WANTED — 300 upholstered chairs practically new; also two late model Simplex machines and Blizzard or Arctic Nu-Air blower. Your best price in first letter Queen Theatre, Brownwood, Tex. 7-28

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, ILll. 8-4

POPCORN

NEW YELLOW PEACHY popcorn, the king of corns developed in 1929 and 1930 has wonderful flavor, tender hullness, pops with big volume. You will like it far better than Mushroom and Dynamite; price $10 per hundred lbs. Sample pound 25c. Perfect Popcorn Supply Co., Albion, Mich. 8-4

BRAZILIAN SUNBURST POPCORN, yellow variety similar to South American; with no husks, hard centers. As much volume and a better flavor; 50 lb. bag, $3.75; 100 lb. bag, $7.50. Popping condition guaranteed. Send for sample. Douglas Co., Box D7631, Kansas City, Mo. 8-18

POSITIONS WANTED

AT LIBERTY — Manager of wide experience. Write or wire to Harvey "Doc" Arlington, 1305 East Main St., Muncie, Ind. 7-28

PROJECTIONIST—A-1 sound, de luxe houses, go anywhere. James Curran, 5219 Theodosia St., St. Louis, Mo. 7-28

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

Rates Upon Request

ASSOCIATED PUBLICATIONS, Inc.
KANSAS CITY, MO.

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

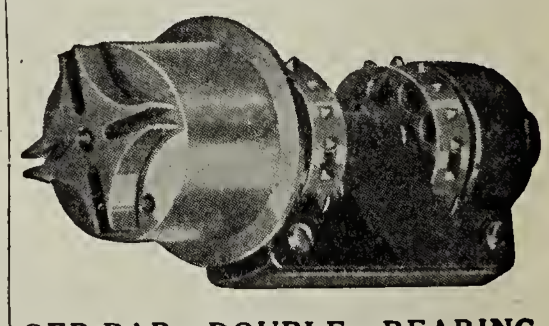
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Confessions of a Co-ed

Paramount—75 Minutes

Cast: Phillips Holmes, Sylvia Sidney, Norman Foster, Claudia Dell, Florence Britton, Martha Sleeper, Dorothy Libaire, Marguerite Warner, George Irving, Winter Hall, Eulalie Jensen, Bruce Colman, Dickie Moore. Directed by David Burton and Dudley Murphy.

Said to be based upon an authentic diary record of an anonymous college girl, this sophisticated story of modern university life moves fast from the start. Sylvia Sidney as the youthful freshman is the feminine star who is the main attraction of two upper classmen, Phillips Holmes and Norman Foster. Holmes' former flame, Claudia Dell, in final attempt to hold him, dates him up and they go for a ride in Foster's car. In trying to escape a motorcycle officer the car is ditched. As a result they are both expelled Holmes goes to South America without even saying goodbye to the freshman sweetheart with whom he had made good progress. Foster makes love to the new girl and she finally promises to marry him. Sylvia leaves it to Claudia to tell Foster of her expected motherhood, which she fails to do for fear she might break up the wedding which takes place without the husband aware of the true circumstances. Holmes returns after a few years to find Sylvia married and when the husband hears that he is not the father of the child and that his wife still loves Holmes, he agrees to a divorce so that they can marry.

SELLING SEATS: Play up the stars with box office value. Tie-up on the diary angle. Also good tie-up with any Greek letter fraternities. Sporting goods stores and women's wear shops good possibilities.

———o———

Sporting Blood

M-G-M—72 Minutes

Cast: Clark Gable, Ernest Torrence, Madge Evans, Lew Cody, Marie Prevost, Hallam Colley, J. Farrell MacDonald, John Larkin, Eugene Jackson. Directed by Archie Mayo.

At last a picture that isn't "sexy"; a picture that appeals to the sentimental emotions; a picture that even our grandparents would approve.

The story is based on a horse called "Tommy Boy," whose mother was famous throughout the south for her speed. "Tommy Boy" is sold several times, and finally a gambling operative buys him and dopes him to the gills. A rival gang of crooks in cahoots with "Tommy's" master (Lew Cody) bet $65,000 on a race, but this time the dope doesn't work, and the famous steed loses, causing Cody to be "bumped off." His master's mistress gets possession of the run-down horse and takes him back to his original owner and the place where he was born and raised. Here he is brought back into condition, and wins the Kentucky Derby by a clever ruse of his mistress to cut the bridle, so the jockey who had been bribed couldn't hold him in, and by doing this "throw" the race.

Clark Gable and Madge Evans carry what little love scenes there are. Ernest Torrence, the horse breeder, really takes the lead away from Gable in a splendid character portrayal. Eugene Jackson, who made such a hit in "Cimarron" as the colored boy, plays a very appealing part as the boy in charge of "Tommy Boy."—Sam Brown.

SELLING SEATS: Play up the southern atmosphere and man's devotion to his horse. Also bring in the southern hospitality. Advertise strongly the names in the cast and the new star, Madge Evans.

———o———

Their Mad Moment

Fox—50 Minutes

Cast: Warner Baxter, Dorothy Mackaill, Zasu Pitts, Nance O'Neil, Lawrence Grant, Nella Walker, Mary Doran, Leon Janney. Directed by Hamilton MacFadden and Chandler Sprague.

Good romantic drama of a society girl whose financial position necessitates a loveless marriage to replenish the family exchequer. While abroad she meets a young Basque sportsman with whom she falls in love while her step-mother is planning her marriage to an Englishman of title and wealth.

The youth's persistance gets her to take a trip to his mountain home and be presented to his grandmother for her approval of their marriage. When she arrives and finds that an old sweetheart still loves the youth, she makes an early morning getaway. As the wedding preparations to the Englishman are being made, the Basque youth returns to the hotel and in her last hour of freedom convinces her that marriage without love is worse than one without money. He gets her consent to go away with him and it turns out that he is the owner of a palatial yacht and has himself made considerable money in America. She sails away with her lover while the Englishman drowns his disappointment in a whisky and soda.

SELLING SEATS: Stars furnish best selling point. Tie up with book stores on the novel. A clock dial with fast moving hands expresses well the "Mad Moment" idea.

———o———

Rebound

RKO-Pathe—92 Minutes

Cast: Ina Claire, Robert Ames, Myrna Loy, Hedda Hopper, Robert Williams, Hale Hamilton, Walter Walker, Louise Closser Hale Leigh Allen, Pierre D'Emery. Directed by Edward H. Griffith.

If your audiences liked "Holiday" they should go for this one in a big way. The talkie is from the play by Donald Ogden Stewart and is mainly for class audiences. There isn't much to the story plot but the dialogue is brilliant, the acting excellent, and direction is expertly handled. It is not for family trade.

Briefly, the story is about a young woman (Ina Claire) who catches the man she loves on the rebound, after he had been jilted by his financee who decides to marry a wealthy middle-aged man. After both couples are married they meet again in Paris, where Ames, as Ina's husband, philanders around with his former fiancee, forgetting all about the woman to whom he is married until his wife asserts her rights and runs off and gets a divorce. Ames then gets wise to himself and does not permit her to leave him, saying he really loves her and will never see the other woman again.

As can readily be seen by the synopsis the story is threadbare and it not original. But what really counts in the picture is the smart, clever dialogue. Robert Williams, of stage experience, almost steals every scene in which he appears. But Ina Claire easily outshines all others in the cast. After all she is the one whom the fans will pay their admissions to see.—Jesse.

SELLING SEATS: Play up the names in the cast, particularly Ina Claire. Tell your patrons they will find in this one a sparkling bit of diversion. Appeal to the woman fans especially.

SHORT SUBJECTS

One of the Smiths

M-G-M—20 Minutes

Charley Chase in a clever comedy that should bring the laughs in almost any type of house. In this one Charley is sent down to the Ozarks by the manufacturers of band instruments to find out why the natives down there send in an order for a horn, make the down payments and then are heard of no more. Charley finds out that the horns are an essential part of the equipment used in stills, but he doesn't find it out until he has had plenty of adventures with the mountaineers. This comedy is a "wow".—Steen.

———o———

Sax Appeal

Vitaphone—8 Minutes

Joe Penner isn't so hot on the sax, but he plays bum enough to attain his ambition, which is to have people throw odds and ends at him while he is playing it in the street. His father is a junk dealer and these useless articles come in very handy. This number is sure to get applause from any audience.—Sam Brown.

June First

RKO-Pathe—20 Minutes

June MacCloy, the gold digger with the radiant personality and good looks, uses all of her natural born properties to "skigg" wealthy suitors out of jewelry. She promises a whole army of men that she will marry them on June 1, in the afternoon. She "hocks" the jewelry for enough cash to take her and two girl friends to Europe. The morning that her several marriages are to take place, she starts for the dock ond on her way is arrested for speeding, her alibi being that she is late for her wedding. The officers accompany her to the church, and there she gets into another jam with the many supposed-to-be husbands. The cops help them out of this jam and are rewarded with dates, which is just another way out for the girls. This short offers very good entertainment.—Sam Brown.

THE LAST WORD

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.

BEN SHLYEN President
H. F. STEEN Vice-Pres.
AL F. STEEN Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

IN THE NAME OF THE BOX OFFICE

"JUST as every other national service aids its dealers, so will our Exhibitors' Service Department provide every showmanship assistance." That quotation is from an announcement by Al Lichtman, vice-president and general manager of United Artists Corporation. And it has a lot of significance.

About a month ago we urged the return of such special services to aid box offices throughout the country. Not only does the percentage system make such service of real importance to both distributor and exhibitor but, as Mr. Lichtman also points out, the present shopping trend of the public for picture entertainment makes it a vital necessity, if a sufficient flow of patronage is to be maintained to keep profits from dwindling.

We also like Mr. Lichtman's idea of arming their entire sales crew with material with which to aid exhibitors in selling pictures to their public. There is a potential and permanent exploitation force. Each salesman comes regularly in contact with dozens of exhibitors in the course of his travels and he can be a virtual clearing house of sound and successful seat-selling ideas that he can bring from one exhibitor to another.

The need for real merchandising of pictures, for honest-to-goodness selling, showmanship of a new order, was never as great as it is today. We're glad to see United Artists leading off in that direction and we hope to see other distributors following.

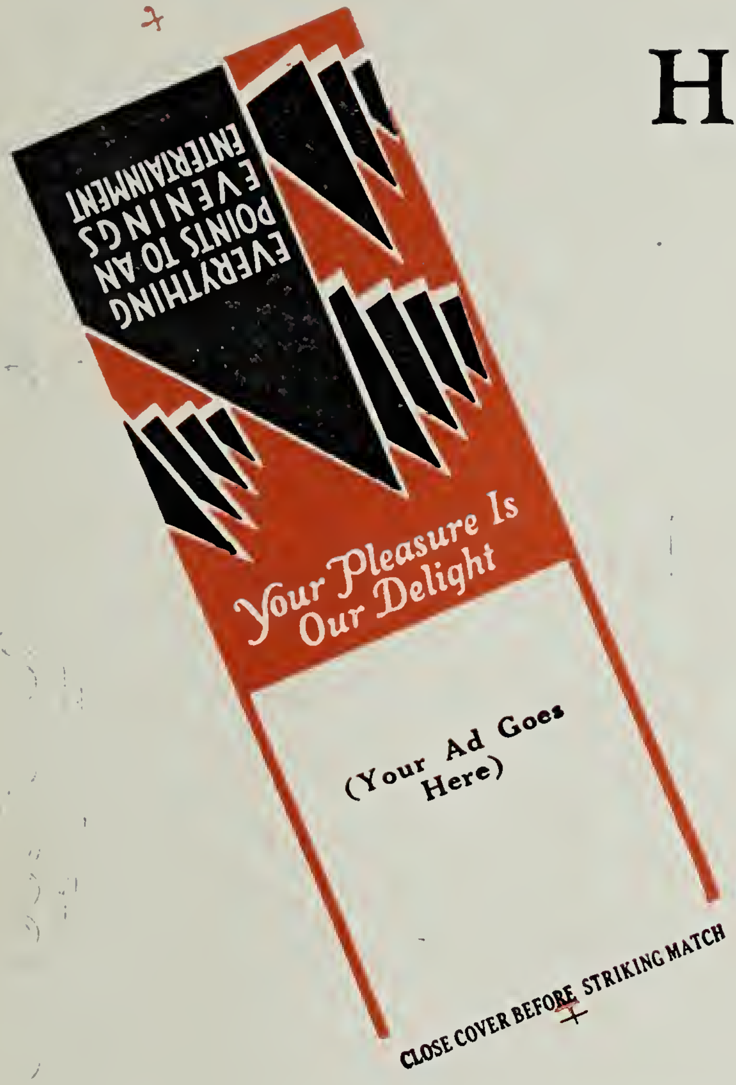
HERE'S ANOTHER SELLING IDEA

WHILE on the subject of seat-selling we wish to report a good example that we saw this week. Whether or not our editorial along this line prompted the action we don't know. Nor does it matter. Nevertheless the Midland Theatre at Kansas City took full advantage of the drawing value of those two sterling comedians, Laurel and Hardy, and, instead of the usual "Added Comedy Attractions" following their feature trailer announcement, showed a short trailer of a few scenes and some selling copy—not too much—on the comedy. That's good business. There are good name attractions in many comedy shorts these days, but they have no drawing value if they are hidden under "Added Comedy Attractions". They need and deserve individual plugging along with the feature.

MUSIC AGAIN? WELL, LET'S SEE!

MUSICALS are coming back. That's the report from several Hollywood studios. The public may accept them, if they aren't overdone as they were last season and if the singing and dancing is blended into the story, but subordinated. Sudden outbursts of song and tap dancing ensembles, even if they occur in a filmusical operetta, are out, so far as this observer is concerned. But Ye American Public is fickle. So maybe we're wrong.

Ben Shlyen


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

Here is Genuine Good Will and Business Producing Publicity

an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ______________________________

Theatre ______________________________

Town ______________ State ______________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

Really New Low Prices

Reflector for Mazda, Reflector Arc and Hi-Low Arc.

Heretofore you have paid very high prices for new Reflectors, *but now* your old Reflectors (unless badly pitted) can be refinished *Good as New.*

	NEW PRICE	REFINISHED PRICE	YOU SAVE
G. E. Mazda	$ 7.00	$4.00	$3.00
Simplex Mazda, small	7.00	4.00	3.00
Simplex Mazda, large	9.00	5.00	4.00
Morelite, small	10.00	5.50	4.50
Strong, Peerless, Motiograph, Morelite or any standard low intensity	15.00	6.00	9.00
Peerless, Strong, Ashcraft or H. & C. high intensity	25.00	9.00	16.00

CHECK YOUR REFLECTORS

If they are tarnished, dull or cloudy you are not getting good projection.

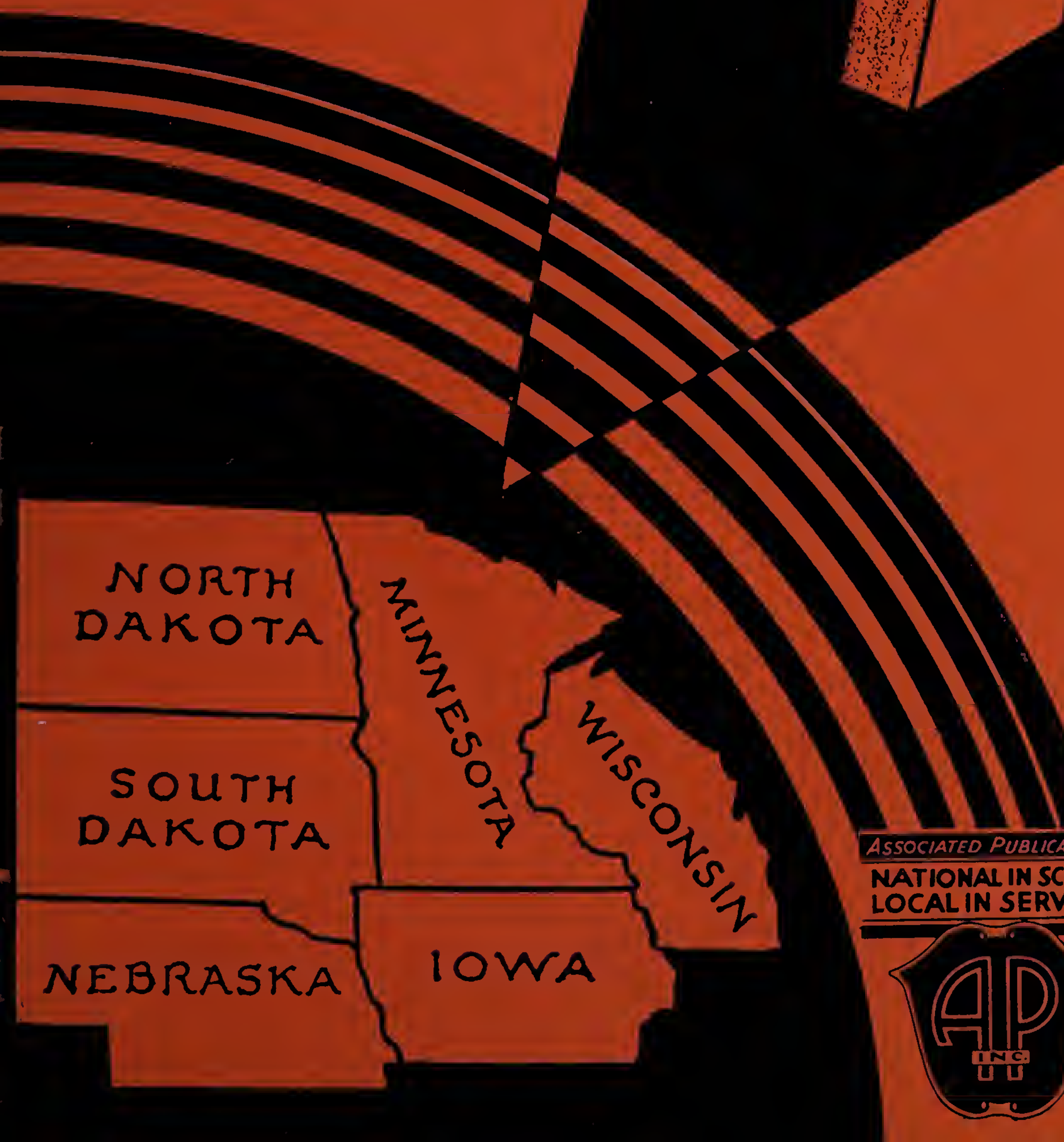
Stebbins Contribution Toward Lower Overhead.

Stebbins Theatre Equipment Co.

1804 Wyandotte Street
Kansas City, Missouri

AUGUST 4, 1931
VOLUME XII NUMBER 11

MOVIE AGE


NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
IOWA
WISCONSIN

TEST CASE ON FILM CONTRACTS COMPLETED; JUDGE WHITE'S DECISION PENDING

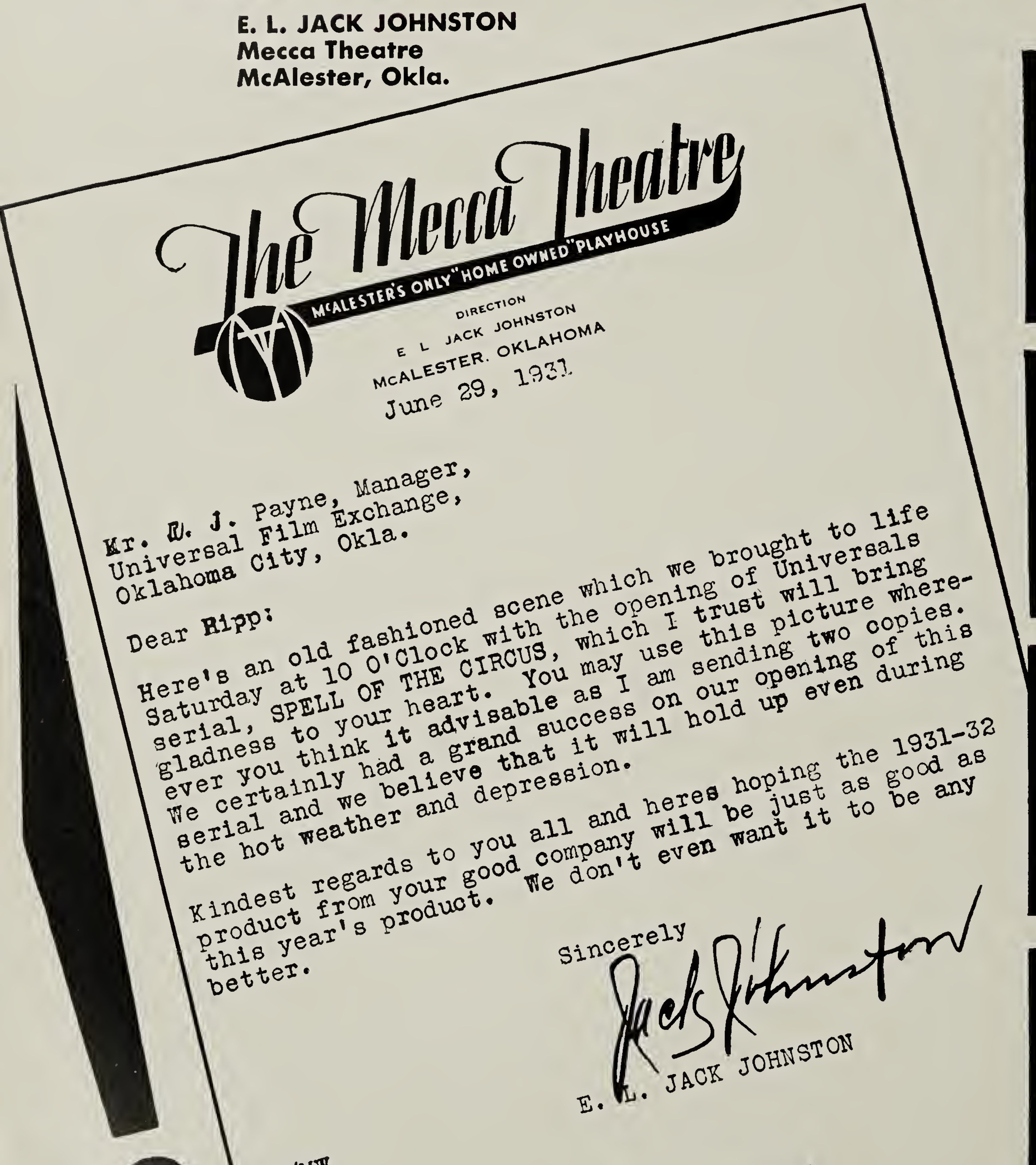
MARK ROSS WINS $7,800 VERDICT

"THE MIRACLE WOMAN" HITS BOX OFFICE HIGH MARK IN MINNEAPOLIS

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

"No Depression Here—with Universal Serials!"

E. L. JACK JOHNSTON
Mecca Theatre
McAlester, Okla.



The Mecca Theatre
McALESTER'S ONLY "HOME OWNED" PLAYHOUSE
DIRECTION
E L JACK JOHNSTON
McALESTER, OKLAHOMA

June 29, 1931

Mr. R. J. Payne, Manager,
Universal Film Exchange,
Oklahoma City, Okla.

Dear Ripp:

Here's an old fashioned scene which we brought to life Saturday at 10 O'Clock with the opening of Universals serial, SPELL OF THE CIRCUS, which I trust will bring gladness to your heart. You may use this picture where-ever you think it advisable as I am sending two copies. We certainly had a grand success on our opening of this serial and we believe that it will hold up even during the hot weather and depression.

Kindest regards to you all and heres hoping the 1931-32 product from your good company will be just as good as this year's product. We don't even want it to be any better.

Sincerely

Jack Johnston

E. L. JACK JOHNSTON

JJ/MW

Serial No. 1 for 1931-32

DANGER ISLAND

Serial No. 2 for 1931-32

BATTLING WITH BUFFALO BILL

Serial No. 3 for 1931-32

HEROES OF THE LAW

Serial No. 4 for 1931-32

THE AIR-MAIL MYSTERY

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Contract Suit Important

Case to Test Validity of Agreements Between M-G-M and Carisch of Minneapolis.

A test suit to determine whether film contracts must be binding on both parties in order to be valid has been tried in Hennepin county district court, Minneapolis, and Judge Clyde R. White, before whom the hearing was held, has taken the matter under advisement, and a decision is expected shortly.

Metro-Goldwyn-Mayer, the plaintiff, brought the suit against George Carisch of Minneapolis, owner of the Mohawk Theatre, St. Paul, alleging that the latter violated his contract for the purchase of a number of Metro pictures.

Defending Carisch, Samuel Halpern, counsel for the Allied States' Northwest unit, argued that the contract is invalid because of lack of mutuality of obligation. He pointed out that while the contract binds Carisch to perform certain acts it does not obligate Metro-Goldwyn similarly. The distributors, in fact, make no binding promises in the contract, asserted Halpern.

The outcome of the case is being awaited with considerable interest in Northwest film circles. A victory for Carisch, it is pointed out, would give a number of exhibitors an excuse for breaking film contracts which they do not wish to carry out. It also would necessitate a complete change in the form of contract.

Metro-Goldwyn, however, is confident of victory. If its expectations are realized a number of similar suits will be brought by Minneapolis distributors.

Exhibitors Reducing Playing Time

In Northwest Territory; Play Date 25 per Cent Fewer Than in Previous Periods.

The abnormally hot weather, coupled with the depression, has caused an unusually large number of Northwest exhibitors to curtail their playing dates during recent weeks, according to a MOVIE AGE survey.

The past fortnight has found the smallest number of available playing dates for film product in the Northwest since the talkies' advent. The playing dates are estimated to be fully 25 per cent fewer than at the corresponding time a year ago when milder weather prevailed and general business conditions were better.

According to Minneapolis Film Board statistics, however, the number of theatre closings thus far in the summer has been no greater than during the similar

(Continued on page 5)

Golf Date Shifted

From August 7 and 8 to August 21 and 22; Another Tourney the Reason.

The date of the annual outing of the Minneapolis Film Board of Trade at Detroit Lakes, Minn., has been changed from August 7 and 8 to Friday and Saturday, Aug. 21 and 22.

Notice of the change of date has been sent out by W. H. Workman, president of the Film Board, to all distributors and exhibitors in the territory. The fact that an important golf tournament is to be held at Alexandria, Minn., August 7 and 8, caused the Film Board to set a new date for its outing. Members of the board and several exhibitors who were

(Continued on page 5)

LYNDALE SOLD

Publix Forced to Sell Minneapolis House

City council members compelled Publix to sell its Lyndale Theatre, an uptown Minneapolis house, to W. R. Frank, operator of several other Minneapolis uptown theatres, who has reopened the Lyndale as a third-run theatre with a 10c admission scale.

The Lyndale had been dark for more than a year and Publix intended to keep it so. Frank, however, enlisted merchants in the vicinity in a campaign to compel Publix to sell to him. On account of having several of its own houses within a radius of eight blocks, Publix refused and indicated it would convert the structure into store buildings.

Frank and the merchants then appealed to the council members. The aldermen promised Frank a license for a new theatre and also declared that if the new showhouse was built they would refuse to issue Publix a new license to reopen the Lyndale. Publix thereupon decided to sell to Frank.

The Lyndale has been doing a profitable business under the Frank management and the Publix houses, less than a mile away, have not been adversely effected.

* * *

With Warners

Ernie Hill, veteran film salesman, has switched his affiliation from Warner Brothers and is back in his old territory, central Minnesota, for the latter firm. Hill was with First National some years ago and also has seen service on the Paramount sales staff.

It's the Picture

By M. E. CUFFEL, Editor

ONCE again it is being demonstrated throughout the territory that if exhibitors are able to obtain outstanding screen product they don't have to worry much about poor crops, low agricultural prices, generally bad business and adverse weather conditions. In spite of record-breaking heat and supposedly hard times, the good pictures continue to go along and attract profitable patronage.

Recent cases in point are "The Miracle Woman" which, during the hottest weather ever experienced by Minneapolis and St. Paul, drew packed houses to the RKO Orpheums in the two cities last week, and "A Free Soul," which grossed more than $31,000 at the Minnesota Theatre week before last.

(Continued on page 5)

* * *

New Theatre Company

Monroe, Wis.—Articles of incorporation have been filed by the Goetz Theatre Operating Co. here. Signers of the articles are W. F. Thurber, J. D. Dunwiddie and C. J. Goetz.

"Miracle Women" Gets Biggest Gross in Months

Minneapolis (week ending July 31)—"The Miracle Woman" stood out as the best drawing card here the past week. At the RKO Orpheum this Barbara Stanwyck picture drew exceptionally heavy trade, giving the house its biggest week in several months, even in broiling heat. Ruth Chatterton is an ace magnet in Minneapolis, but "The Magnificent Lie" did not go over very well with the critics or fans, being regarded as not only an unsuitable vehicle for this popular star, but also below the standard of most Chatterton offerings. However, due undoubtedly to Miss Chatterton's drawing power, business was above the the usual summer average. The State actually was helped by the extreme heat. It is the coolest theatre in the city and the women, especially, flocked there during the matinees. Gary Cooper on the screen also being a factor, perhaps, although the picture, "I Take This Woman," is not a big one.

Aster—**Five and Ten** (M-G-M), Marion Davies and Leslie Howard. **Business:** Light. **Summary:** A light but pleasing comedy-drama having to do with a rich girl's efforts to capture the man she loves. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**The Secret Call** (Paramount), Richard Arlen and Peggy Shannon. **Business:** Fair. **Summary:** A moderately engrossing melodrama dealing with political intrigue and graft in a big city. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Sennett Comedy; Screen Vaudeville.

Minnesota—**The Magnificent Lie** (Paramount), Ruth Chatterton and Paul Bellamy. **Business:** Good. **Summary:** Miss Chatterton poorly cast in the role of a cabaret singer who wins the love of a deluded young man under false pretenses. **Entertainment Merits:** 75 per cent. **Short Subjects:** Stage Show; Sound News.

RKO Orpheum — **The Miracle Woman** (Col.), Barbara Stanwyck and David Manners. **Business:** Very big. **Summary:** Quite a punch and much popular appeal that spells box-office in this melodrama of a young woman evangelist who commercializes religion until love for a blind youth shows her the light. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville and Sound News.

State — **I Take This Woman** (Paramount), Gary Cooper and Carole Lombard. **Business:** Good. **Summary:** A fairly interesting drama concerning the marital difficulties ensuing when an eastern girl tires of life on a western ranch and leaves her cowboy husband. **Entertaining Merits:** 75 per cent. **Short Subjects:** Newscasting; Bobby Jones' Serial; screen Vaudeville.

MILWAUKEE

Riverside—**The Miracle Woman** (Columbia) Barbara Stanwyck. **Business:** Fair. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Warner — **Broadminded** (First National), Joe E. Brown, Ona Munson. **Business:** Fair. **Summary:** Another comedy farce which sets okay with Brown fans, but just so-so with others. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel; Mickey Mouse cartoon.

Strand—**A Free Soul** (M-G-M), Norma Shearer, Lionel Barrymore. **Business:** Fair (ended 2nd week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox Movietone News; comedy.

Garden—**A Holy Terror** (Fox), George O'Brien, Sally Eilers. **Business:** Fair. **Summary:** A mild affair with some entertaining scenic shots. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Wisconsin—**Annabelle's Affairs** (Fox), Victor McLaglen, Jeanette MacDonald. **Business:** Fair. **Summary:** A comedy concerning a woman who has married a miner. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

OMAHA

World—**Smart Money** (Warner Bros.), Edw. G. Robinson, James Cagney. **Business:** Very good. **Summary:** A comedy drama concerning a small town gambler who goes to the city and is double-crossed by the big shots there. A weakness for blondes causes him much trouble. It holds the interest throughout. **Entertainment Merits:** 85 per cent. **Short Subjects:** Paramount News; Universal Comedy.

Orpheum—**The Miracle Woman** (Columbia), Barbara Stanwyck. **Business:** Very good. **Summary:** "The Miracle Woman" developed along lines of "The Miracle Man," which Lon Chaney played in a few years back. It is a different story from the usual line of pictures and it went over big here with the audiences. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville; Newsreel; comedy.

State—**Just a Gigolo** (M-G-M), William Haines. **Business:** Average. **Summary:** A comedy concerning a young English Lord and his many affairs of the heart. This is a typical Haines picture and produces many laughs. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy; newsreel and cartoon.

Paramount—**The Night Angel** (Para.), Nancy Carroll and Frederic March. **Business:** Fair. **Summary:** A love affair between the daughter of a countess, who is a night club hostess, and a public prosecutor. The scenes take place among picturesque surroundings. **Entertainment Merits:** 75 per cent. **Short Subjects:** Universal News; comedy.

WILL HAYS HERE

Aims at Improving Quality, He Declares

"The movies represent a tremendous effort to bring entertainment to millions of people and we always are concerned with improving quality," Will Hays told newspaper reporters when he passed through Minneapolis recently en route with his son, Billy, to a ranch at Cody, Wyoming, where father and son will vacation.

"Censorship is a thing that my office does not practice," said Mr. Hays. "We are more concerned with directing a carefully developed and increasingly effective plan of self-regulation. We feel that we are being successful along such lines."

CHEVROLET TIE-UP

Cars Given Away for Best Slogans

The Minnesota and State Theatres, Minneapolis, Publix houses, have a tie-up with Chevrolet which is expected to gain them considerable free advertising and business. Two automobiles will be given away, one by the Minnesota and the other by the State, for the best Chevrolet slogans. Coupons on which slogans must be written are given out at the theatre box-offices with ticket purchases. On the night the awards are made the winners, in order to be eligible to receive the automobiles, must be present at one of the the Minneapolis Publix theatres. Coupons may be deposited at either of the two theatres or at any of the Chevrolet dealers' establishments.

A big parade through the Minneapolis loop launched the contest last Thursday. There were more than 60 automobiles in the parade. The Hollywood chorus beauties from the Fanchon-Marco stage unit show, playing the Minnesota Theatre, also participated. Chevrolet is doing considerable newspaper advertising to plug the event and the Minnesota and State Theatres, of course, figure in all the ads. Equipment dealers have contributed carraidos, special horns, etc., which also will go to the winners.

"Politics" Stunt

The Minnesota Theatre, Minneapolis, used a unique stunt to advertise "Politics," current screen attraction. Newspaper ads for two days last week told about "A Big Political Rally—Hatty Burns for Mayor." Nothing in the ads indicated that they were gags for a moving picture, but readers were told to listen in on WRHM between 9 and 9:15 p. m., Thursday. At that time a small-town political campaign program was put on with break-in announcements about the picture. Among the entertainers who went on the air and scored a hit were J. R. Merriman and Charles Granville of the theatre's service staff.

Congratulations!

Milwaukee, Wis.—Eugene Arnstein, booker for Warner's Wisconsin theatres, has joined the list of benedicts. Hr. Arnstein has been connected with the theatre business in Milwaukee for a number of years and served with the Milwaukee Theatre Circuit before it was acquired by Warner Bros.

Joe Brown in Person

Milwaukee, Wis.—Joe E. Brown opened at the Warner Theatre here July 31, coming directly from Hollywood on the first lap of a tour of Warner theatres.

Reduce Play Dates

(Continued from page 3)

1930 period. The Film Board figured show a decrease, however, in the playing time.

Many houses in the territory are only open on Sundays. A considerable number of other theatres give Saturday and Sunday shows, but remain dark during the balance of the week.

The low prices of agricultural products together with crop failures in many sections due to the drouth are depressing influences in the Northwest film situation.

HERE'S SERVICE

Quick Aid to Exhibitor After Fire

West Point, Neb.—Saturday night at 10:30 p. m. Phil Lannon of the Nebraskan Theatre here, had a fire in the booth, burning up two reels of film. The fire was so hot it destroyed his projector head and one of the sound-on-film units, and of course the head amplifier and tubes were totally destroyed.

As soon as the first was put out Phil Monsky, of BesTone Sound System was called by telephone and leaving his Saturday night party flat, immediately got into action. Mr. Neuhaus and Mr. Carter, sound engineers, were called on duty and the manager of National Theatre Supply opened up the store room to furnish the projector head. The BesTone office had the amplifier and other accessories on hand so by 2:30 a. m., with the back of the sedan chuck full of wiring, tubes and engineers the seventy-five mile race began. The two engineers worked all night and by 10:30 a. m. the projection both was in perfect order ready to grind out another's day's performance just as though nothing had happened.

Mr. Lannon states he has operated theatres for years and dealt with many equipment problems, but never in such quick time. Good work, BesTone!

COOPER - BEERY

Team to Appear in "The Champ" for M-G-M

Hollywood—An unusual combination of acting and directorial talent is announced by Metro-Goldwyn-Mayer in its declaration that Wallace Beery and Jackie Cooper will be teamed in a story with a prize fight background to be directed by King Vidor.

The title of the new production is "The Champ," and the source is an original story by Frances Marion, of "The Big House" and "Min and Bill." It is likely that the picture will be placed in work in the near future.

It's the Picture

(Continued from page 3)

Moreover, such a picture as "Daddy Long Legs" is repeating its Twin City box-office experience in small towns throughout the territory. Hardly a week passes but that a new box-office record is set up in some Northwest town by this fine Fox picture.

With fine line-ups of pictures coming up this fall and winter, the outlook is anything but gloomy for the exhibitor. The improved product will go a far way to offset such influences as decreased buying power. It has been proved that people will buy good entertainment before they will spend money for other things considered necessities. One of the exhibitors' chief worries—good product—has been eliminated, at any rate, it would seem.

ALONG FILM ROW

Edmund Ruben, Publix divisional director at Minneapolis, is back at his desk again after having been confined to his summer home at Lake Minnetonka by a painful case of ivy poisoning. The poisoning was contracted while he was in swimming.

* * *

Joseph Plunkett, head of theatre operations for RKO, was in New York last week, but he addressed the employes of the Minneapolis and St. Paul Orpheums just the same at special meetings held in the Twin Cities. He did it from a talkie reel which was screened at the meeting. In the talk Plunkett told the aims of the RKO circuit and what is expected of its employes. The meetings also were addressed by Emil Franke, manager of the Minneapolis Orpheum; Ray O'Connell, manager of the St. Paul Orpheum, and Dick Gilbert, exploitation manager for the division, who stressed the opportunities for advancement. As a result, employes at both houses are on their toes these days.

* * *

Morgan Ames, RKO division manager in Minneapolis, spent last week visiting Omaha and Sioux City theatres which are a part of his division. He is in New York this week, attending the meeting of RKO division managers. At this meeting plans will be considered for the reopening of the RKO Seventh Street and President Theatres in Minneapolis and St. Paul, respectively.

* * *

W. A. Steffes, business manager of Northwest unit of Allied States in Minneapolis, has been spending most of his time recently in Chicago, trying to help straighten out the squabble between exhibitors and the unions and eliminate racketeering that has proved costly to the Windy City theatre owners. The Chicago union is demanding two operators in a booth. Theatre owners are holding out for a single operator.

* * *

Martin P. Kelly, head of exploitation for Twin City Publix theatres, enjoyed a week's vacation in the northern woods of Minnesota last week. During his absence, Cliff Gill, Minnesota theatre press agent, occupied his desk besides performing the regular Minnesota duties.

* * *

Mark Ross, distributor of the Varick Frissell Arctic thriller, "The Viking," through Standard Film Exchange, is jubilant these days because the picture is doing a corking business at the Roosevelt Theatre, Chicago. It is the first independent release in 10 years to play a Balaban & Katz theatre in the Chicago loop.

* * *

Negotiations between Publix and RKO on the one hand and the Minneapolis and St. Paul stage hands and musicians' unions on the other regarding the terms of a new contract will be started within the next fortnight. Present contracts expire August 31. The theatre circuits will ask for a considerable reduction in the scales. The booth operators' contract has another year to run.

* * *

A. G. Bainbridge has returned from the Shriners' convention in Toronto and is making his plans to reopen the Shubert Theatre, Minneapolis, with dramatic stock. The 1931-1932 season will be launched the first week in September. It will be the Bainbridge Players' seventeenth season in Minneapolis.

* * *

All heat records in Minneapolis were broken last week when the government thermometer on one day registered 104 in the shade. The July which just has come to an end was the hottest and driest in the city. The heat in the Twin Cities and throughout the territory hurt theatre business and, together with the drouth, killed crops in many sections, thus beclouding the future outlook.

Change Golf Date

(Continued from page 3)

consulted felt that August 21 and 22 would be a suitable time for the gathering.

All exhibitors and others connected with the film industry are invited by the distributors to attend the Detroit Lakes' outing. There will be golf contests, swimming, fishing, bridge, other games and a barbecue at the big get-together.

"LONG LEGS" DRAWS

Big Demand for Fox Picture in N. W.

Despite the heat and other unfavorable factors, "Daddy Long Legs" has been breaking box-office records in a number of Northwest towns during recent weeks, according to advices received by Jack Lorentz, Minneapolis Fox exchange manager. The picture, regarded by Mr. Lorentz as the best ever put out by Fox, has been in continuous demand and difficulty has been experienced in obtaining sufficient prints to satisfy eager exhibitors.

Mr. Lorentz is enthusiastic over the new Fox product which will have its Northwest introduction August 6 when "Young As You Feel" will open at the Minnesota Theatre Minneapolis. This Will Rogers' offering was screened by Mr. Lorentz last week and all present were a unit in declaring it to be one of the popular comedian's funniest and best starring vehicles to date.

Other outstanding Fox pictures on the way are "Merely Mary Ann," with the Gaynor-Farrell team; "The Bad Girl," with Sally Eilers and a new star, James Dunn, and the super-special, "Transatlantic". Publix has taken the entire product for its Northwest circuit.

THEATRE BURNS

Only House in Town is Destroyed

New Prague, Minn.—The Savoy Theatre, only movie house here, was destroyed by fire recently. for a time the blaze, believed to have originated from defective wiring, threatened several buildings in the business district. Offices on the second floor of the First National bank building, adjoining, were damaged. The loss is estimated at between $15,000 and $18,000. There are no plans yet for rebuilding.

THE NEW

SIX BIG WESTERNS

FOR THE

OLD FIGHTIN' COCK'S WESTERN STAR★★!!

Youth demands youth. The new generation of fans demands a new generation of stars!

Tom Keene, Charles R. Rogers' sensational box-office discovery, is the kind of Western star the kids stamp their feet for!

Two-fisted, hard-ridin', straight-shootin', rope-throwin', a real he-man!

First release THE SUNDOWN TRAIL, August 28th.

With Marion Shilling, Nick Stuart, Stanley Blystone, Murdock MacQuarrie and other well-known players. Story and direction by Robert F. Hill.

TOM KEENE

Young and Full of Pep!

The Old Fightin' Cock crows every Friday night 10:30 N. Y. time, RKO THEATRE OF THE AIR—NBC hook-up of 44 coast-to-coast stations!

FROM RKO PATHE

KIDS AND THE GROWN-UPS!

Verdict Favors Ross in Windsor Lawsuit

Windsor Picture Plays, Inc., of New York, must pay Mark Ross, Minneapolis distributor, $7,800, according to a verdict handed down in Hennepin county district court. The amount represents a portion of a $15,000 deposit which Ross made with Windsor when he took over the distribution of "Her Unborn Child" in the territory.

After repaying Ross $7,200, Windsor refused to comply with Ross' demands for the balance, claiming that it was entitled to retain the money because of the distributors' contract violations. In Ross' behalf, Samuel Halpern, Minneapolis attorney, then brought suit.

The court upheld Halpern's contention that, while Windsor was within its rights in canceling the contract with Ross for distribution of "Her Unborn Child," there was no provision providing for duplicated damages and entitling it to keep any part of the deposit which was made for security.

After taking over distribution of "Her Unborn Child" for the Northwest territory, Ross found that the arrangements and terms were unsatisfactory. When he failed to comply with certain of the terms, Windsor cancelled the contract.

If the judgment is not satisfied immediately, Halpern threatens to institute criminal proceedings against the responsible parties, claiming that the act would constitute misappropriation of funds.

DeVRY PORTABLE

Vic Fredericks Handling Sales From Omaha

Omaha—The DeVry Company of Chicago has launched its sales campaign in the middle western states for its Portable Sound Ensemble.

Vic Fredericks, factory representative, is in charge of sales for the states of Illinois, Indiana, Iowa, Wisconsin, Minnesota, North Dakota, South Dakota, Missouri, Kansas and Nebraska. He states his first step is to establish distributors for each territory, and then to organize an intensive sales and advertising campaign.

Mr. Fredericks, known as Vic to thousands of radio listeners throughout the country, was announcer and croon singer for Station WENR Chicago. He is making the Wellington Hotel temporary headquarters while in Omaha. His Chicago address is 3921 Addison street.

MAKING PROGRESS

Midwest Film Doing Volume Business

Omaha—Midwest Film Distributors this week entered its thirteenth week in the Omaha territory since first establishing an office May 2. During this period equipment, furnishings and fixtures have been received and placed in anticipation of the volume of busines that this office will handle, according to C. M. Parkhurst, branch manager.

This organization is franchise holder for the Monogram product, which is recorded on Western Electric.

The leader on the feature lineup is "Ten Nights in a Bar Room." Mr. Parkhurst states this production has been doing outstanding business in every situation where it has shown. The cast includes Wm. Farnum, whose work in this picture recalls the old days when he was a movie hero.

The short product is led by Nat Levine's Mascot Serials, the first release of which is "The Vanishing Legion." The cast of this chapter play includes Harry Carey and Edwina Booth, also Rex, the king of wild horses The stars will be remembered from the jungle picture, "Trader Horn."

According to Mr. Parkhurst business is very good, and is looking forward to a big season.

BIG BUSINESS

"Miracle Woman" Draws Heavily Here

That outstanding pictures will draw in spite of record heat and other adverse conditions were attested again at the RKO Orpheums in Minneapolis and St. Paul last week when, with the temperature running over 100 in the shade, "The Miracle Woman," Columbia picture starring Barbara Stanwyck, played to immense business. Both houses had their largest matinee trade in more than three months and night patronage also was very big.

A big exploitation campaign engineered by Dick Gilbert, division exploitation manager, helped business. There was an elaborate special lobby display and hundreds of small banners under the marquee in front of the house. Through a tie-up with all Walgreen drug stores the latter advertised and sold a special "Miracle Sundae".

Omaha Notes

Among the visitors to the Omaha Film Row this week were: J. J. Hoffman, Plainview Theatre, Plainview, Neb.; Mr. Rogers and Mr. Baker, Moon Theatre, Otoe, Neb.; C. N. Robinson, Home Theatre, Blair, Neb.; M. Biemond, Liberty Theatre, Loup City, Neb., and Ord Theatre, Ord, Neb.; Mrs. Marie Freed, Thelma Theatre, Pender, Neb.; C. N. Johnson, Grand Theatre, Red Oak, Iowa; C. C. Goodrich, Rialto Theatre, Stromsburg, Neb.; Frank Good, Iowana Theatre, Red Oak, Iowa; Wes Booth, Booth Theatre, Nebraska City, Neb; Fred Defhlef, Crystal Theatre, Manning, Iowa; Lester Martin, Circle Theatre, Nevada, York Theatre, York, Neb.; also secretary and treasurer of Allied Theatre Owners.

* * *

R. W. McEwan took his first turn into the Nebraska territory for Midwest Film Distributors last week. He is known as Mac to everyone and during his eight years with Pathe in this territory made many friends. By the way, Mac has bought a brand new set of golf clubs and is dying for a chance to challenge an unsuspecting exhibitor.

* * *

J. Matt Skorey, branch manager in the Omaha territory for Universal, made a circuit through the Iowa and Nebraska key centers this week, stopping in Cherokee, Iowa, and in Nebraska City, Neb. Business is good with Universal, according to Mr. Skorey.

* * *

C. M. Parkhurst, manager of the Omaha branch for Midwest Film Distributors, reports he has a "triple threat" in the back room. Edna Nelson is not only an inspectress, but a poster clerk and shipper as well—thus making herself a very important factor in Parky's staff.

* * *

The secretary of the Omaha Film Board of Trade has moved her office from the Medical Arts building to room 5, Film Building, 1508 Davenport street.

* * *

Miss Honore Sexten of United Artists Corporation has returned to work after a two weeks' vacation in Denver.

* * *

George McCool, booker of RKO Distributing Corp., is spending his vacation with the family in his old home at Evansville, Ind. He was accompanied on the trip by Mrs. McCool, Mona and Junior.

* * *

The National Theatre Supply Company of Omaha has just delivered the new seats for A. E. Thacker's new house in South Sioux City, Neb. Work is being rushed by National's installation men to completely place the acoustical materials, carpets, drapes, lighting fixtures, screen and booth equipment in time for the opening on the first of September.

* * *

Mayer Monsky just returned from a trip down south through Kansas, Missouri, Oklahoma and Texas, establishing distributors and making contracts for representatives of BesTone Sound Equipment and Blizzard Sales Co.

Redecorating

The Larson Studios, Inc., Minneapolis, is redecorating the Redwood Falls, Minn., theatre. A modernistic scheme will be employed. The Northern Theatre Supply Co., Minneapolis, is providing projection equipment. The house will reopen September 1.

Sunday Shows Win in Willmar Election

Sunday movies are assured now at Willmar, Minn., as a result of city council action in overriding Mayor Peter Bonde's veto of the proposal by a vote of 6 to 4. The action was a big victory for Publix which operates the only theatre in the town and which has been fighting to put Willmar in the Sunday show column for more than a year.

Through Publix efforts a special election on the proposal was held June 2. Publix not only paid the costs of the referendum, but also brought Don Chambers of its exploitation staff and Harold Johnson, Minneapolis Educational exchange manager, to Willmar to aid in the campaign. Mr. Johnson gave several talks which helped materially. The proposal had been defeated at other elections.

After the voters had put their stamp of approval on the Sunday movies the city council passed an ordinance, 6 to 4, legalizing them. Mayor Peter Bonde, however, vetoed the ordinance. Last week the council repassed the ordinance over the mayor's veto and it becomes a law, legalizing the Sunday shows.

Willmar will have its first Sunday theatrical performance early in September, according to present plans.

Complete Deal

Omaha, Neb.—A deal with the Capital Film Exchange here has been completed for Monogram product. The exchange, headed by Joe Stern, will handle Minnesota and North and South Dakota.

Contract Choice to Exhibs

Attorney General Says Standard Agreement Is Okay If Use Is Not Forced but Optional.

New York—John Lord O'Brian, first assistant attorney-general, has given the opinion that the new standard exhibition contract, drafted at the 5-5-5 conferences last year, but never put into effect, may be used by distributors provided this agreement is not forced upon exhibitors but they are given optional right to select this or individual company contracts.

There is little likelihood of distributing firms adopting the new standard contract, as changes in contracts from those now in use would impede new season sales plans.

The O'Brian opinion has been expressed to M. A. Lightman, president of the M.P.T.O.A., and corroborated by one of his associates in the Department of Justice at Washington.

Equipment Dealers are Organizing

Plans Completed for Co-operative Promotional Efforts; J. E. Robin of Houston, President.

Chicago—Meeting at the Stevens hotel last week, independent theatre supply firms from all sections of the U. S. completed organization plans and adopted a constitution and by-laws for an association whereby all dealer-members may co-operate in business building plans, equipment advertising, and development of new equipment projects.

Officers elected at the convention are as follows: J. E. Robin, president; L. G. Dolliver, vice-president; R. G. Tannehill, secretary-treasurer and business manager, and five other directors as follows: George McArthur; G. H. Breneman, A. E. Thiele; H. F. Dusman, and H. W. Graham.

No Co-operative Buying

It was stated by J. E. Robin, president of the newly formed association, that the organization has not adopted a co-operative buying plan, the aim of the asso-

(Continued on page 16)

Own Credit Systems

Each Distributor Will Handle Problems Individually; Hess Says Decree Is a Formality.

New York—Gabriel L. Hess, Hays association counsel, states that the filing of the injunction decree by Federal Judge Woolsey was a mere formality carrying out the edict of the Supreme Court and setting up machinery for enforcement of that edict.

The dealing with credits will be handled individually by distributors as has been the case since the Supreme Court ruled operation of the credit cimmittee system in the industry was a conspiracy in restraint of trade.

Since the credit committees were abolished eight months ago, each distributing company has handled its own credit problems. Advance deposits have been required where exhibitor rating has been low.

MILESTONE WINNER

In "Ten Best" Directors Poll

New York—Lewis Milestone was an easy leader in The Film Daily's annual poll for the ten best directors. Milestone received 252 votes out of a possible 300 from the balloting of leading motion picture critics. Milestone won first place through his direction of "All Quiet on the Western Front" and "The Front Page."

Second place went to Wesley Ruggles, director of "Cimarron" and "The Sea Bat."

The other eight ranged in the order named: George Hill, Josef von Sternberg, D. W. Griffith, Robert Z. Leonard, John Cromwell, Charles Chaplin, Howard Hawks and Howard Hughes.

FATTY'S COMEBACK

Arbuckle Reported to Be Returning to Screen

Hollywood—Reports here indicate that Roscoe (Fatty) Arbuckle will attempt a comeback to the screen. The plan calls for Arbuckle to make a picture in two versions, one with himself starred and one with some other comedian. Arbuckle will direct both versions. Exhibitors will be given their choice between Arbuckle and the other comedian. Release is reported to be through Educational Film Exchanges.

Low Percentage

New York — Of 188 feature films now being shown in motion picture houses throughout the United States, "The Parents' Magazine" finds only 17% fit for children. 73% it declares to be unfit for children from 8 to 12 years of age, while its appraisal of the remaining 19% is "perhaps."

For adolescents from 12 to 16 years of age, "The Parents' Magazine" finds 32% suitable, 53% unsuitable and 15% are appraised as "perhaps."

Big Day and Date Run for "Dirigible"

New York—"Dirigible," Columbia's romantic drama of lighter-than-air craft, which roadshowed in over twenty key cities throughout the United States, will be presented for the first time at popular prices in August. Because of its great box-office appeal the picture has been booked by the RKO circuit, practically day and date in all its first run houses from coast to coast.

De Luxe theatres of the RKO chain to first-run "Dirigible" include: Grand, Albany; Proctor's, Schenectady; Proctor's New, Troy; Ritz, Binghamton; New Keith, Boston; Keith's, Lowell; Keith, Portland, Me.; Albee, Providence; Keith's, Syracuse; State-Lake, Chicago; Orpheum, Springfield, Ill.; Palace, South Bend; Palace, Cincinnati; Palace, Columbus; Keith's, Dayton; Palace, Akron; Hippodrome, Cleveland; 105th Street, Cleveland. Second run: Rivoli, Toledo; Palace, Youngstown; Majestic, Dallas; Majestic, Houston; Majestic, San Antonio; Hollywood, Ft. Worth; Downtown, Detroit; Regent, Grand Rapids; Emboyd, Ft. Wayne; Mainstreet, Kansas City; Orpheum, Los Angeles; Majestic, Little Rock; Orpheum, Minneapolis; Orpheum, Memphis; Capitol, Madison; Riverside, Milwaukee; Palace, St. Paul; Orpheum, New Orleans; Orpheum, Omaha; Lincoln, Trenton; South Broad, Trenton. (Second Run) Orpheum, Portland, Ore.; Orpheum, Oakland; Orpheum, San Francisco; Orpheum, Salt Lake City; Orpheum, Seattle; Orpheum, Spokane; Orpheum, Tacoma; St. Louis, St. Louis; and Keith, Washington.

INSTALLATIONS

Western Electric Makes Large Number

New York—C. W. Bunn, general manager of Electrical Research Products, has made announcement of 155 installations of Western Electric sound equipment made recently in the United States.

BIG CAMPAIGN

300 Simultaneous Runs for "Traveling Husbands"

New York—August 15 has been set as the date for the day-and-date campaign to be carried out in behalf of "Traveling Husbands," according to an announcement by Charles Rosenzweig, vice-president in charge of distribution for RKO-Radio Pictures.

Hy Daab, director of advertising, has the campaign in complete readiness for immediate action. The majority of the ads will be 1100 lines in size and will appear in seventy of the largest circulation morning and evening papers of the country, reaching from coast to coast.

The day-and-date premiere will be held in three hundred theatres in the principal key cities of the nation. Comparative in effectiveness to the "Cimarron" and "Amos 'n' Andy" campaigns, the ads will be of lesser size. They will be staggered in the papers so as to give the premiere runs and those theatres playing the show subsequently the maximum in reader circulation.

Madge Evans Signed

Hollywood—Madge Evans has been signed for the feminine lead opposite Chas. Farrell in "Heartbreak," Fox picture adapted from an air service romance by Llewellyn Hughes.

Barbara Stanwyck
an Instantaneous Bo

DAILY TIMES, CHICAGO

3 Diamonds

"Miracle Woman" Good Movie; Subject Interesting; Cast Fine

By **DORIS ARDEN**

"The Miracle Woman" is an extraordinary picture—one of the few unusual films that have come to the screen in the recent months. It's the subject-matter, chiefly, which makes it so interesting, but the acting and direction are above average as well. The State-Lake has had to content itself with some rather mediocre pictures lately—but they've got hold of a humdinger this time, and they deserve congratulations for presenting it to Chicago. Barbara Stanwyck has never been lovelier nor more sympathetically cast than she is in this role. * * * you'll be enthralled and interested.

CHICAGO DAILY TRIBUNE

By **MAE TINEE**

The picture is a thrilling melodrama that sports several staggering sensational situations with dramatic effort * * * "The Miracle Woman" ought to do big business for it is different and electrically exciting. It is excellently produced and played to the nines. Barbara Stanwyck gives a pulse-quickening performance.

CHICAGO EVENING AMERICAN

"Miracle Woman" Real Smash; Don't Miss It, Urges Rob

By **ROB REEL**

"The Miracle Woman" is a real smash—an unusual story dramatically developed and with a cast that means something at the box office. It should be well patronized by those who seek good pictures. Frank Capra, who has delivered so many other big Columbia hits, officiated at the megaphone, and summing it all up "The Miracle Woman" is one of THE films of 1931.

Put "The Miracle Woman" down on your list of summer photoplays that MUST NOT BE MISSED. Barbara Stanwyck's performance in it is among the year's best. Columbia deserves a pat on the back for having made it into such a stirring talkie.

CHICAGO EVENING POST

By **GENEVIEVE HARRIS**

Right in the midst of a slump in pictures comes one so good that there ought to be a parade or something to honor it! * * * it is good entertainment * * * it is an exciting, clever story, presented skilfully, acted in fine fashion.

CHICAGO HERALD AND EXAMINER

Barbara Stanwyck Magnificent in This Film.

By **CAROL FRINK**

The story is well and dramatically told and provides Barbara Stanwyck with her best opportunity to date * * * you will find this a fascinating and exciting drama made from unusual material.

THE CHICAGO DAILY NEWS

By **CLARK RODENBACH**

In "The Miracle Woman" Miss Stanwyck demonstrates again that she does not have to tip her hat to any of 'em as an actress * * * you're hard to please if you don't go for this one.

BOSTON RECORD

By **GORDON HILLMAN**

One of the most ably directed screen plays of the entire season is "The Miracle Woman" film for Barbara Stanwyck at Keith's. Frank Capra, the director, has waved a magic wand over each and every one of the scenes. "The Miracle Woman" is a triumphant tour de force—something very worth seeing. It is Capra's dynamic power of direction that makes "The Miracle Woman" what it is; a truly remarkable film.

BOSTON POST

Barbara Stanwyck in "The Miracle Woman" is one of those few pictures that justify a dozen disappointing quests for compelling movie entertainment * * * the story itself is richly engrossing * * * the film is of dramatic intensity.

THE BOSTON GLOBE

"The Miracle Woman" at the RKO-Keith Theatre is a well told vivid story * * * the leading character is excellently portrayed by Barbara Stanwyck * * * the picture is particularly timely.

LOS ANGELES ILLUSTRATED DAILY NEWS

By **HARRY MINES**

"The Miracle Woman" which comes from Columbia studios to the Orpheum screen is a stirring melodrama boasting entertainment plus. All in all, it is a production well worth seeing—credit belongs to Jo Swerling for his good dialogue and to Harry Cohn for a splendid production. Frank Capra directed, evolving an attraction noteworthy for its charm and humanness.

LOS ANGELES TIMES

Photoplay Powerful.

By **PHILIP K. SCHEUER**

In "The Miracle Woman," a new film at the Orpheum, are some of the most powerful scenes to reach the audible cinema. Barbara Stanwyck contributes a performance of passionate sincerity—straight-from-the-shoulder direction by Frank Capra. We have, in short, an unusually compelling melodrama.

Always-COLUM

in "The Miracle Woman"

-Office Smash

LOS ANGELES EXAMINER

By **MARQUIS BUSBY**

Enough drama is packed in an hour or so of "The Miracle Woman" for at least three ordinary pictures. It has a daring theme, some sizzling situations, and a magnificent performance by Barbara Stanwyck. Frank Capra's direction is splendid.

THE PROVIDENCE JOURNAL

"The Miracle Woman" which opened yesterday at the Albee is entertaining melodrama. The success of "The Miracle Woman" is aided by the acting of Miss Stanwyck. She carries an impression of sincerity which makes her role an appealing one.

THE COMMERCIAL APPEAL, MEMPHIS

Barbara Stanwyck in "The Miracle Woman" fills the role beautifully, physically and emotionally—a thoroughly good motion picture.

THE SCHENECTADY UNION-STAR

"The Miracle Woman" Proves Entertaining

From the standpoint of dramatic value "The Miracle Woman" is full of pathos and human appeal. Barbara Stanwyck has the title role and she contributes another of her memorable performances. The picture has been made with careful and high grade craftsmanship by Frank Capra, who previously had several big film successes to his credit, namely, "Flight," "Ladies of Leisure," "Rain or Shine," and "Dirigible."

THE POST-STANDARD, SYRACUSE

By **HELEN M. TAIT**

Barbara Stanwyck in "The Miracle Woman" gives a performance that surpasses any of her previous ones. It would be difficult to decide which scenes are the best. There are plenty of exceedingly dramatic and emotional ones, with a few lighter ones to relieve the tension. And all of them are well done. Don't be afraid to see "The Miracle Woman"—it's worth the time of anyone.

ALBANY EVENING NEWS

"The Miracle Woman" is as widely emotional as its subject. Barbara Stanwyck has a fine gift of acting sincerity, simple earnestness and suppressed emotion. "The Miracle Woman" will have a wide audience appeal.

CLEVELAND PRESS

By **SIDNEY ANDORN**

Barbara Stanwyck in "The Miracle Woman" scored with large crowd. She does fine acting—great audience picture.

CLEVELAND PLAIN DEALER

By **GLENN C. PULLEN**

"The Miracle Woman" is steadily interesting, vivid romantic drama in which Miss Stanwyck does some of her best work. She blazes out in a scintillating fashion that settles all doubt about her ability. Novel type of plot, a good cast and a heavy heart punch.

DALLAS NEWS

* * *

A highly entertaining drama of slightly different flavor from the general run of film fare. Barbara Stanwyck's interpretation of the role is the finest bit of histrionism she has yet exhibited on the screen. Credit must also be given Director Capra for the cleverness of his guidance and his unique methods incorporated in filming the play.

NEWARK CALL

"The Miracle Woman"—holds your interest from beginning to the climax. The entire cast is excellent and, together with a pleasing love interest, suspense and interesting situations, make "The Miracle Woman" an entertaining movie.

COLUMBIA PICTURES

With a superb cast including
DAVID MANNERS
SAM HARDY BERYL MERCER
Screen Play and Dialogue
by JO SWERLING
From the stage success by
JOHN MEEHAN and ROBERT RISKIN
A FRANK CAPRA *production*

BIA hits and HITS!

THIS WEEK *in* HOLLYWOOD

By JOE BLAIR
Studio Representative,
Associated Publications, Inc

POOR motion pictures have done one thing for Hollywood—they have stopped that great influx of movie-struck boys and girls who used to swarm the studio gates here a short time ago.

Maybe the talkies killed the illusion the old silent films held.

Anyway, a few years back, more than half of the theatre audience was composed of people who believed a great career, fame and fortune was theirs if only it were possible for them to reach Hollywood and appear before a motion picture camera. Now, it seems, no one has that desire. All of which has hurt the box-office.

Movie-struck individuals have been known to see every motion picture shown in a theatre for a solid year.

I talked to one youth, a recent arrival in Hollywood, and asked him if he came out here for a career before the camera and he replied if the folks back home saw him acting in some of the crazy stories now being produced, he would feel disgraced.

* * *

Rex Bell, boy-friend of Clara Bow, has been signed recently by Bud Barsky and Harry Coffee to do a series of eight westerns. The films will be made on Rex's ranch on the California-Nevada border.

* * *

Richard Wallace, Paramount's ace director, has received his next assignment, "Tomorrow and Tomorrow," which will serve as a forthcoming Ruth Chatterton starring vehicle.

* * *

Loretta Young has been signed by Columbia for the lead in "Gallagher," newspaper story which Frank Capra is directing for Columbia. Robert Williams has the male lead opposite Miss Young. Director Capra is doing "Gallagher" while waiting for a new leading lady on "Forbidden" which Barbara Stanwyck walked out on.

* * *

Leo Carrillo, who once couldn't get a good picture role despite the fact he was one of our finest stage stars, is now one of the busiest players in town. He has just finished "Lasca of the Rio Grande" for Universal and now is to play the lead in "Racetrack" which James Cruze directs for Tiffany. Carrillo made "Hell Bound," a recent Tiffany release.

* * *

Joel McCrea has been assigned the featured lead in "In the Mexican Quarter," the Liberty Magazine story by Tom Gill, acquired by Radio Pictures. Edward Churchill will do the screen adaptation.

* * *

NEIL HAMILTON is to play opposite Joan Crawford in "The Mirage" which Clarence Brown directs for Metro-Goldwyn-Mayer release. Make a notation that "The Mirage" will be one of the outstanding films of young Hamilton's career.

* * *

Corrine Griffith rented her palatial Beverly Hills home to a very nice newlywed couple before leaving for Europe with her husband, Walter Morosco. The young folks found several ten gallon "crocks" in the basement. Upon inquiry, Miss Griffith's business manager said they were used to hold rain water for the erstwhile star, according to a published account.

* * *

Nick Musuraca, one of the most brilliant cameramen in the industry, photographed the tests of Seth Parker, and will probably be behind the cameras on "Other Peoples Business," which William Seiter directs for RKO-Radio Pictures. Seth Parker is a nationally known radio star and has brought five of his original troupe here to make "Other Peoples Business," a story which will lend itself to Parker's unique characterization and rural charm.

* * *

Columbia has an imposing list of directors to handle the 1931-32 product. The line-up of megaphone wielders includes: R. William Neill, Frank Capra, George B. Seitz, John Francis Dillon, Mal St. Clair, Ross Lederman and Rowland Lee.

* * *

"Then Hell Broke Loose," Columbia Pictures' dramatic saga of the clipper ship days, went into production aboard a wind-jammer in San Pedro harbor last week. Richard Cromwell and Sally Blane play the young lovers, with George B. Seitz directing.

* * *

Gordon A. White, director of advertising and publicity for Educational and Tiffany, paid a brief visit to Hollywood this week. While here, Gordon made several changes in studio publicity departments. Lon Young, formerly head of Columbia publicity department, takes command of the Educational publicity and Raymond Hoadley, former director of publicity for Educational, moves over to the Tiffany studio to take charge.

* * *

JACK HOLT and Ralph Graves are to be old buddies again in another film for Columbia. This time they are being teamed as newspaper men in a story called "The Ghost Walks." Sally Blane, Susan Fleming, Blanche Frederici, Esther Muir, Eddie Brophy and Sidney Bracey have important roles. Edward Sedgwick is directing.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . . EXHIBITORS THEMSELVES

COLUMBIA

Miracle Woman, Barbara Stanwyck, David Manners—Business below normal. This picture is something new. Stanwyck is great.—R. Wannamaker, Mystic Theatre, Leipsic, Ohio.

Desert Vengeance, Buck Jones—Not quite as fast as former Buck Jones pictures but a good western after it gets into the "western" part. Introductory matter a little too long to suit western fans. Buck Jones always a good draw for midweek dates in a small town. Play it on your slack dates to increase your business. Not for Sunday. Film very good.—American Legion, Elmwood, Wis.

FOX

Just Imagine, El Brendel—Good small-town picture. Business good in fair weather.C. C. Hargus, Swain Theatre, Bryson City, N. C.

The Sea Wolf, Milton Sills—Good for large towns. Business fair.—C. Hargus, Swain Theatre, Bryson City, N. C.

Black Camel, Warner Oland — Good detective story. Play up Oland and detective angle. Film in fine condition.—A. M. Inman, New Topic Theatre, Fairfax, Minn.

M-G-M

Day Break, Ramon Novarro, Helen Chandler—Bad business. Too sophisticated for small town. Weak plot.—R. Wannamaker, Mystic Theatre, Leipsic, Ohio.

Five and Ten, Marion Davies—Business good. Fine picture, well directed. Interesting plot. Good chance for tie ups.—R. Wanamaker, Mystic Theatre, Leipsic, Ohio.

PARAMOUNT

Fighting Caravans, Gary Cooper—Good drawing card and sure did please.—Bill Leonard, Ridgeway Theatre, Ridgeway, Mo.

Kick In, Clara Bow, Regis Toomey—Good business. We hope they change their plans about retaining Clara. Good plot in this picture. Weather fair. — Chas. Tuell, Skykimish Theatre, Skykimish, Wash.

Skippy, Jackie Cooper and Robert Coogan—A fine picture for the entire family. The kids ate it up and the older folks got plenty of laughs with a tear now and then. Weather: air.—Chas. Tuell, Skykimish Theatre, Skykimish, Wash.

Conguering Horde, Richard Arlen—This picture did a wonderful business. Liked by almost everybody. Sound-on-disc extra good. Play it.—Gatie Black, Liberty Theatre, Red Rock, Tex.

RADIO

White Shoulders, Jack Holt and Mary Astor—Didn't draw though a swell show. Mary Astor at her best.—Joe Shindele, Avalon Theatre, Granite Falls, Minn.

Transgression, Kay Francis, Ricardo Cortez—Business good. Unusual plot, well directed. Pleased everyone.—R. Wanamaker, Mystic Theatre, Leipsic, Ohio.

TIFFANY

Third Alarm, James Hall, Anita Louise — A pleasing fire picture. Works fine with tie-up with fire department.—Bill Leonard, Ridgeway Theatre, Ridgeway, Mo.

UNIVERSAL

Seed, John Boles, Lois Wilson—Fair business. Good story. Sad in places. Picture true to human nature.—Joe Schindele, Avalon Theatre, Granite Falls, Minn.

Virtuous Husbands, Jean Arthur, Elliott Nugent—Business fair. Good comedy though a little raw in places. Cast handled their parts well.—R. Wanamaker, Mystic Theatre, Leipsic, Ohio.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____

Star ____________________ **Producer** ____________________

Business and Comment: ________________________________

____

____________________ **Weather:** ____________________

Title ____

Star ____________________ **Producer** ____________________

Business and Comment: ________________________________

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Another Extensive Campaign on 'Horn'

AN extensive advertising campaign was used by W. W. Risley, manager of the Orpheum Theatre, Springfield, Ill., in his highly successful promotion of Metro - Goldwyn - Mayer's production of "Trader Horn."

He ordered four thousand 4-page sections from the Sims Publishing Co. and these were overprinted in red with copy on a special women's and children's morning matinee which ran on Tuesday morning, June 23. These special sections were delivered from house to house on Monday morning by a local Boy Scout troup which in turn attended a showing of the picture in a body at one of their regular performances. The Boy Scout unit also received a donation of $10 to their camp fund by the theatre.

Special Invitations

Special invitations in the form of a letter were sent to Governor Emmerson and his staff, who attended a showing of the picture on Wednesday night. This fact was publicized in both the State Journal and State Register and letters were mailed to all leading citizens of the city urging them to attend this great picture.

Mr. Risley also arranged a tie-up with the Capital Square Merchants Association whereby special displays on the picture were used. These merchants obtained the benefit of this tie-up through a special screen trailer in which they advocated that summer shopping be done in or during the cooler morning hours, thus giving the housewife ample time for rest and recreation during the hot afternoons. Special window cards playing up the cool Orpheum and the fact that it houses such superattractions as "Trader Horn" were used in all windows.

Advance Newspaper Stories

In his newspaper campaign, Mr. Risley planted special production advance stories and two column art with the State Journal, using a hat style mat of Edwina Booth. A Harry Carey player interview ran with two column cut of him in the State Register. This paper also got a page of co-operative ads featuring the products used in Africa during the filming of the picture. Each merchant that used space in this paper received five passes to the picture, and in turn distributed them to the first five persons making a purchase of the articles mentioned in their ad.

Clasified Ad Tie-Ups

The newspaper also gave some free advertising space to the picture on a classified ad tie-up whereby the names of ten readers appeared among the classified ads each day for three days entitling them to a free ticket to the theatre. This campaign was tied up with four Liggett drug stores on a "Trader Horn" sundae. Each store used a series of stills mounted on a large cutout of a fan with the caption: "Try a cooling and refreshing 'Trader Horn' Sundae —as satisfying as this great photoplay."

Sound trailers were used for one week in advance of the playdate in both the Majestic and Orpheum theatres. The Majestic Theatre used a large animated lobby display on the picture; these displays are made up with a large stuffed lion crashing through a cutout display in the form of a book whose pages have stills mounted on them, which turned over slowly, causes the lion's head to move up and down. In advance of the opening, the Orpheum had large elephant cutouts on each side of the entrance and a large cloth banner over the main entrance marked "coming."

Radio's Innovation in Press Books

THE 12-page, large-size press books on "Traveling Husbands" were put in the mails by Radio Pictures in order that all exchanges may be liberally supplied with a sufficient quantity to take care in ample time of the campaign needs of showmen who are to participate in the national day-and-date campaign to be launched August 15 on behalf of this production.

The press book presents genuine innovations in the art of presenting practical, down-to-earth exploitation ideas to the exhibitor.

On the inside cover of the last page are listed 44 carefully selected tie-ups, each of which is distinctly within the domain of the enterprising exhibitor's sensible efforts. These include tie-ups with local railroad station agents, with Traveler's Insurance, drug stores municipal bus and trolley service, luggage stores, restaurants, news stands, barber shops, churches, optometrists, telegraph and telephone stations, gas stations, jewelers, tailors, florists, confectioners, etc. News story tie-ups, and contests, special matinees, are also suggested.

All this is listed in articles of from three to five lines of copy at the utmost.

Another page, in more detail, is devoted to the effective use and manipulation of a wide line of posters, special heralds and accessories; decoration of theatre fronts and lobbies and co-operation of local organizations.

Public Wedding on "Just a Gigolo"

A PUBLIC wedding that took place on the stage of the theatre, was included by Harvey Buchanan, manager of the Palace Theatre, Superior, Wis., in the extensive campaign he used to help succeed in his showing of Metro-Goldwyn-Mayer's "Just a Gigolo." The ceremony was held on a Tuesday night and the merchants of Superior donated some very valuable gifts to the couple that were married.

Mr. Buchanan also purchased time on Station WEBC located in Superior and Duluth, and had announcements about the picture made daily.

A special de luxe trailer was used seven days in advance of the picture in both the Palace and Peoples theatres.

Several window tie-ups with merchants were included and two vacant stores on the main street were used with big special displays in the windows. A summer-term dancing school was tied up with stills of the picture placed in prominent locations.

In building up his newspaper campaign, Mr. Buchanan placed special advance stories and photos in the Superior Telegram.

Columbia Inaugurates Taxi Advertising

COLUMBIA Pictures will be graphically advertised in 1,000 taxi cabs throughout Greater New York. The first production to be exploited with the new plan, will be "The Miracle Woman," which will premiere shortly at a de luxe Broadway theatre.

Columbia is the first film company to join other industrial leaders in utilizing the new advertising process, which is known as "Adometer." The machine, built into the passenger compartment in a taxi, is a rotary sign, which displays each individual 'ad' at the rate of four times every fifteen minutes. The "adometer," which is known as the "Little Theatre Inside the Taxi Cab," is now in operation in the Parmelee System cabs and various other metropolitan chains. With each cab carrying an average of 40 passengers daily, the tie-up with the Parmelee cab assures Columbia's product a class audience of 40,000 persons every day.

Good Teaser Copy on "Public Defender"

GEORGE TYSON, director of advertising and publicity for Warner Theatres in Pittsburgh, worked an interesting angle into his newspaper copy on "The Public Defender". The following is a reproduction of the copy:

"Who Is The
PUBLIC DEFENDER?
Is It?—

J. J. Coyne	Joseph Armstrong
Robert Garland	Andrew T. Park
William Soost	Robt. Alderdice
Chas. McGovern	Wm. Mansfield
John Herron	Robert Cain
Joe Mackrell	Robert Woodside

Watch This Space Tomorrow
For Further Details!"

The names carried in the ad are before the public as political candidates in Pittsburgh and Allegheny County. The space used was 3 inches double column. The following day the copy below appeared, occupying the same sized space:

"Meet______The
PUBLIC DEFENDER
A Modern, Mysterious Robin Hood,
Sworn to Right Wrong at Any
Price—Characterized by
RICHARD DIX
Coming Friday to the
STANLEY
As
Blue Ribbon Month
Smash No. 1"

WE MEET *In* HOLLYWOOD

By Warren Stokes

RICHARD TALMADGE

We meet Richard Talmadge mopping the perspiration from his forehead as he pauses between shots of "Scarheads," his latest action story with a newspaper background. He tells us pronto that depression talk means nothing in his active life and that good times are nearer than most people suspect. With this thought in mind his production, advertising and exploitation plans are being carried on in a bigger way than ever.

"I have learned," Talmadge stated, "there is more to pictures than the mere making. They've got to be backed up with advertising and the right kind of selling helps. Independent producers have failed to stand behind their product and exhibitors in this respect and that's just why I have selected the best man possible to put behind Talmadge productions the old 'Barnum n' Bailey' selling smashes. Well made, swift, moving, action stories are the 'open sesame' to bigger and better business."

At this point we were introduced to the campaign book. It is smart to say the least, brim full of ideas and plans to help the exhibitor get bigger returns on Talmadge films. Its columns contain many excellent sales angles for the exhibitor, setting forth a new standard of exploitation matter in the independent field. It is a striking example of Talmadge's enterprising forward step.

In answer to our question regarding future plans of the Talmadge organization we learned that they were to be based upon the preference expressed by the fans themselves through some four thousand letters in answer to a questionnaire sent broadcast throughout the country.

These letters generally expressed a desire for outdoor action stories especially suited to the Talmadge specialty of hazardous feats and exploits leading to maximum thrills.

"We have a lineup of stories of this calibre, and the reaction of the fans to the questionnaire, proves to us that the only thing needed to stimulate theatre attendance is to produce that type of product," Talmadge stated.

"By getting the opinion of those who pay their way into the theatre and realizing that they favor the type of stories we have scheduled for production, everything looks favorable for a banner year, and I sincerely believe we are in a better position to produce real entertainment than at any time in the history of the industry."

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

New Photo-Electric Lighting Control

To enable the intensity of natural light to control artificial lighting automatically, a new photo-electric lighting control relay has been developed by the Westinghouse Electric and Manufacturing Company. When the intensity of daylight decreases to a certain point, this device operates to turn on electric lights; and, conversely, when the natural light increases to a certain intensity, it causes the lights to be turned off.

The operation of the lighting control relay is effected by varia- variations produce proportional tions in the intensity of light falling on a photo-electric tube. These changes in the amount of current passing through the tube; and this changing current, amplified in a specially designed amplifier tube, energizes a primary relay controlling an auxiliary contactor, which, in turn, operates the main contractor controlling the lighting installation.

On the upper side of a micarta panel in a rast-aluminum box, with a glass hood to admit the light, are mounted the photo-electric tube, the amplifier tube, and the primary relay; mounted under the panel are fixed condensers, a transformer, the auxiliary contactor, and potentiometers for adjusting the device for operation at different intensities.

Some of the many applications for this device are found in providing automatic control for lights in office buildings; show windows; signs; schools; and in floodlighting, street lighting, airport lighting, and navigation lightning installations.

With a photo-electric lighting control relay installed in an office or a factory, variations in natural light can never interfere with good working illumination on any day of the year, since control of the lights is entirely independent of individuals' judgment, which is usually inaccurate. The use of this relay also affects savings in power; it has also been found in several installations that automatic control of factory interior lighting has saved approximately one-half of the power needed without such control.

Automatic control applied to illuminated signs and show windows effects a maximum of advertising value, since it turns on their lights whenever artificial lighting can increase their visibility, and turns them off when artificial illumination fails to enhance their attention-getting power. During early morning hours, usually from one to five o'clock, a time clock may be used to turn off the lights, a combination of the lighting control delay and a time clock giving complete automatic control of illumination.

DEPENDABLE
GARVER
KURRENT
CHANGER

Quiet in operation. Does not interfere with sound system or radio. Recommended by three leading lamp manufacturers as the Ideal rectifier for low intensity projection. Write for Complete information today.

Garver Electric Co.
Union City, Indiana

Ask Your Dealer

No More Pockets

Here's the Screen You've Always Wanted

The presence of sound pockets in your theatre, a result of imperfect sound filtration through your present sound screen can be definitely corrected by installing a Visibestone. It will free your theatre from the curse of sound and sight distortion. Acoustically perfect, and a permanent safeguard against the possibility of fire and panic. Its non-glaring surface is restful to the eye, yet it affords a projected picture of unusual quality and clear visibility from every point in the theatre.

APPROVED

By E. R. P. I., for use with all Western Electric Sound Equipment.

VISIBESTONE

THE PERFECT FIREPROOF SOUND SCREEN

Distributed by National Theatre Supply Company—all branches.

Manufactured by

KEASBEY & MATTISON COMPANY
Ambler, Penna.

Equipment Dealers Organize

(Continued from page 9)

ciation being not a concentration of buying power but the furtherance of the interests of its dealer-members in the direction of service and facilities afforded the theatre owners.

"With our dealer-members in all sections of the country," Mr. Robin said, "each individually in touch with the individual needs of the theatre owner, in the equipment and maintenance of his theatre, it is felt that the association provides a means for the organization of much valuable information pertaining to successful theatre equipment and maintenance, and at the same time conflict in no way with the independent and individual operation by each dealer-member of his own supply firm. Dealer-members of the association remain sole owners of their individual firms as in the past, the function of the association being to give its dealer-members the advantages of nation-wide organization and co-operation, with each maintaining and additionally insuring his independent and individual ownership of his established firm."

Those in Attendance

Included among independent theatre supply concerns attending or represented by proxies at the meeting were: Superior Motion Picture Supply Co., Pittsburgh; Clem Rizzo Movie Supplies, Philadelphia; United Projector & Film Corp., Buffalo; J. F. Dusman Motion Picture Supplies, Baltimore; Amusement Supply Co., Tampa; Breck Photoplay Supply Co., Los Angeles, Cal.; Monarch Theatre Supply Co., Inc., New York City; The Ray Smith Company, Milwaukee; Quality Theatre Supply Co., Omaha; Exhibitors Supply Co., St. Louis; Western Theatrical Equipment Co., San Francisco, Cal.; Walter G. Preddey Theatre Supplies, San Francisco; B. F. Shearer Company, Seattle; American Theatre Supply Co., Inc., Sioux Falls; Queen Feature Service, Inc., Birmingham; Independent Theatre Supply Co., Inc., Boston; Capitol Theatre Supply Co., Boston; Guercio & Barthel Theatre Equipment, Chicago; Oliver Moving Picture Supply Co., Cleveland; Graham Bros., Denver; Des Moines Theatre Supply Co., Des Moines; McArthur Theatre Equipment Co., Detroit; Independent Theatre Supply Co., Houston; Stebbins Theatre Equipment Co., Kansas City.

Plans were approved for the adequate financing of the functioning of the association, each dealer-member subscribing to the association funds on the basis of an entrance fee and specified monthly dues.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

CHAIR COVERS, seat covers, tailored to measure; 70 odd patterns to select from, including whites, colors, stripes. Price range from 17 to 45 cents. Send paper shape of chair back for sample cover free. Florence Bedding Co., Florence, S. C. 8-11

900 VENEER theatre chairs, $1.00 per chair, good condition; available after August 10. College Theatre Corp., Columbia, Mo. 8-11

250 3-ply veneer chairs, 50 cents each; f. o. b., Independence, Kas.; one non-synchronous outfit complete, $50. Mainstreet Theatre, Independence, Kas. 7-28

GET OUR PRICES on complete AC operated sound-on-film equipment; satisfaction or your money back. Used disc, complete, A-1 condition, $225. Southern Sound Service, Duncan, Okla. 8-4

ABOUT three hundred good veneer seat chairs and cooling system at bargain. Palace Theatre, Seguin, Texas. 8-4

SEATS—Both upholstered and veneered; curtains; moving picture machine; ticket selling machine and clipper; electric piano and other theatre equipment. Guy Thorne, Greenville, Pa. 8-4

THEATRES FOR SALE

500-SEAT Theatre—Good sound equipment, cooling system, good business, 16,000 population, low rent. Other business necessitates selling. Paul McConnell, Parsons, Kas. 8-4

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 8-4

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. 4-18

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 8-4

POSITIONS WANTED

OPERATOR—Sound electrician wants job. Walter Ingalls. New Hampton. Iowa. 8-4

WANTED — Position operator; seventeen years' experience. Frank Mayo, Americus, Ga. 8-4

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POPCORN

NEW YELLOW PEACHY popcorn, the king of corns developed in 1929 and 1930 has wonderful flavor, tender hullness, pops with big volume. You will like it far better than Mushroom and Dynamite; price $10 per hundred lbs. Sample pound 25c. Perfect Popcorn Supply Co., Albion, Mich. 8-4

BRAZILIAN SUNBURST POPCORN, yellow variety similar to South American; with no husks, hard centers. As much volume and a better flavor; 50 lb. bag, $3.75; 100 lb. bag, $7.50. Popping condition guaranteed. Send for sample. Douglas Co., Box D7631, Kansas City, Mo. 8-18

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

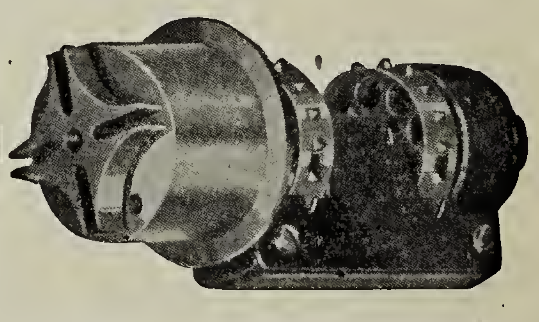
Rates Upon Request

ASSOCIATED PUBLICATIONS, Inc.
KANSAS CITY, MO.

for houses with sound equipment
the talking trailer
and
the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read
THE BAROMETER
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE SUPPLY DEALERS
EFFICIENCY SERVICE



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.
Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

The Miracle Woman

Columbia—90 Minutes

Cast: Barbara Stanwyck, David Manners, Sam Hardy, Beryl Mercer, Russell Hopton, Charles Middleton, Eddie Boland, Thelma Hill, Aileen Carlyle. Directed by Frank Capra.

Columbia scores another terrific hit. This should be a miracle boxoffice performer.

Here is emotional drama in a screen story adapted from former stage play with Miss Stanwyck in the role of a girl who has become embittered against the world and is induced by a trickster (Sam Hardy) to capitalize her knowledge of religion as a fake faith healer with smart showmanship putting the act over in a big way. A blind youth (David Manners) gets interested in her work through her radio broadcast and his explicit faith in her power to cure him brings shame to the girl who has a showdown with her faking manager. In his attempt to darken the house when she is about to expose their trickery he short-circuits the lighting system and sets the place on fire. The girl continues to talk to try and keep the audience from becoming panicky and who should rush in and save her at the last minute but the blind boy.

Story is well acted and holds interest to the end due to excellent directing by Frank Capra. Lack of comedy can be made up by playing appropriate shorts on same program.—Southwell

SELLING SEATS: Sell the star on past performances. Title offers some excellent angles for tie-ups, especially with cleaners. Use a magician or fortune teller in the lobby.

Ex-Bad Boy

Universal—68 Minutes

Cast: Robert Armstrong, Jean Arthur, Spencer Charters, Grayce Hampton, Lola Lane, Geo. Brent, Mary Doran. Directed by Vin Moore.

In this situation farce, Robert Armstrong contributes another hit performance to his screen career. He is exceptionally funny as a shy, retiring paint manufacturer who loves his partner's beautiful daughter, but is too bashful to tell her so. At last, spurred on by the father, he proposes but learns that the beauteous Jean Arthur desires a husband who has sown wild oats and understands women. Subsequently, the father invents an exciting past for his partner, circulating a story of an affair between a screen actress, Lola Lane, and his young partner during the latter's trip to Hollywood. Immediately Robert finds himself the center of feminine attraction. Everything is rosy until the actress makes a personal appearance at a local theatre. The cast is admirable with Spencer Charters giving outstanding performance in the role of the girl's father.—Warren Stokes.

SELLING SEATS: Robt. Armstrong is a popular player, give him plenty of marquee. A novel stunt would be to tie up with the newspapers on an Ex-Bad Boy idea by providing a coupon for the name and address and space for humorous confessions. Cash and theatre passes to be given for the wise cracks judged the funniest.

Night Nurse

Warner Bros.—73 Minutes

Cast: Barbara Stanwyck, Ben Lyon, Joan Blondell, Charles Winninger, Charlotte Merriam, Edw. Nugent, Allan Lane, Blanche Frederici, Vera Lowis, Rolfe Harolde, Clark Gable, Walter McGrail, Betty May, Marcia Mae Jones, Betty Jane Graham. Directed by William A. Wellman.

Smart story well cast with good box office names and directed with a deft touch that handled the delicate situations in a very able manner. This one should get over big in any spot. Story of an unscrupulous physician who is working a racket with a man who is plotting to marry a woman who is trustee of a fund for two wealthy children which would become hers if anything happened to the children. The young graduate nurse (Barbara Stanwyck) has suspicion that the children are not getting the proper care and are being slowly allowed to die of malnutrition but is unable to confirm this until a bootlegger for whom she did a favor when training at the hospital leaves his "delivery" where the housekeeper finds it and while drunk lets the story out. She gets the hospital doctor to come and give the dying child a blood transfusion in which she is the donor. The malpractitioner and his accomplices fail and the nurse comes out a winner after her hard fought battle.—Southwell.

SELLING SEATS: A fine cast with names that can be sold big. Tie up with nurses registry and hospitals. Drug stores good tie up.

Son of India

M-G-M—73 Minutes

Cast: Ramon Novarro, Conrad Nagel, Marjorie Rambeau, Madge Evans, C. Aubrew Smith, Mitchell Lewis, John Miljan, Nigel de Brulier. Directed by Jacques Feyder.

An elaborate production which should please the most exacting audience. It is clean, colorful melodrama, depicting the love of an American girl and a son of India which brings them into the conflict of inter-racial prejudice. Though the fadeout is unhappy, it is entirely logical and satisfactory.

A wealthy rajah of India is killed in a bandit raid, but his son is saved by a Holy man who first hypnotizes and then buries the youth in the sand. He is beggared by the raid but retains a huge diamond which was buried with him, and an expert knowledge of precious stones. While trying to convert the diamond into cash, he is accused of stealing it by a dishonest dealer who covets the jewel but refuses to pay its true value. An American intervenes in time to save the beggar from prison, thereby winning his eternal gratitude. He later becomes the richest jewel merchant in India and fall in love with an American girl who, in the face of racial prejudice, agrees to marry him. The girl's brother arrives to advise her against such a fatal step and when his arguments fail, he appeals to the young Hindu. Recognizing the beggar whom he befriended, he recalls the other's pledge of gratitude and persuades him to give up the girl.

Novarro's romantic portrayal of the young Hindu is equal to anything he has ever done. With topnotch supporting cast and excellent direction throughout, this picture will no doubt take its place among the outstanding pictures of the year.—Warren Stokes.

SELLING SEATS: Bill it as Ramon Novarro's finest romance. First nighters will do your advertising the rest of the week. The press book offers some excellent and inexpensive exploitation.

The Public Defender

RKO-Radio—70 Minutes

Cast: Richard Dix, Shirley Grey, Edmund Breese, Paul Hurst, Purnell Pratt, Alan Roscoe, Boris Karloff, Ruth Weston, Nella Walker, William Halligan Frank Sheridan, Carl Gerrard. Directed by J. Walter Ruben.

A somewhat different but interesting story with Dix as a youth who craves excitement who, in his own way, absolves the father of his sweetheart who has been charged with wrecking a bank, by using an ex-forger and ex-second story man to get the evidence against the banker's former associates who got away with the loot and left him to take the blame. Using rather high handed methods he gets what he is after and justice triumphs at the finish with the youth winning the girl. Shirley Grey, a new star, does excellent work as the girl, and the supporting cast was well chosen. A new director, J. Walter Ruben, also deserves credit for his fine work. Dix fans should like this one and it rates better than average entertainment value.—Southwell.

SELLING SEATS: Emphasize that it is not a "gangster" picture. Sell Dix on past performance in "Cimarron." Title offers good angle for tie-ups with welfare societies.

SHORT SUBJECTS

The Messenger Boy

RKO-Pathe—21 Minutes

This short is one of Benny Rubin's best. He is just one laugh after another. A dance hall queen hires him as a messenger boy to take her young son out for a walk. He takes the kid to a night club and there, Benny disguised as a woman, is in the ladies dressing room where as luck will have it, he is chosen as a double for a girl in the adagio troupe. His two male partners who are unconscious of his disguise, carry on their act in dead earnestness, thus making the scene all the more funnier.

Naggers in the Subway

Vitaphone—7 Minutes

Family arguments presented again by Mr. and Mrs. Jack Norworth. This time on a subway, during the rush hour. The argument is strictly family-like until the other passengers "horn in," and then a good time is had by all, as they all seem inclined to debate. Those who have experienced the conditions will enjoy recognizing them, and others will feel like old-timers in no time. Most people like to argue and will enjoy this human-like episode.—Sam Brown.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN President
H. F. STEEN Vice-Pres.
AL F. STEEN Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

A GOOD START FOR THE NEW SEASON

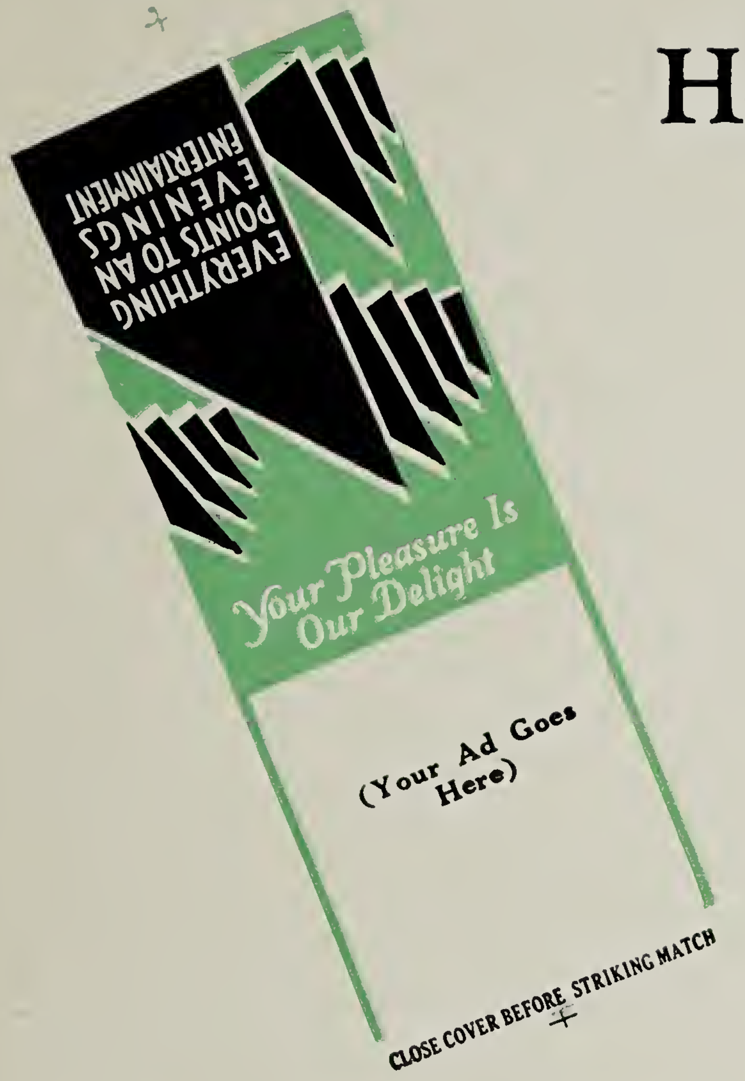
FROM all indications the fall show season is going to get an earlier start this year and it ought to be a big start and a boon to the exhibition end of this industry. Merely moving up release dates means nothing unless the product released is of high enough quality to bring about increased patronage in weeks when box office receipts are generally low. A glance over the release charts of the various distributing companies reveals that the producers are aware of the need for stellar attractions and that they will have them ready at a time when they can give a most stimulating aid to slumping box office receipts.

It is a real pity that some of these attractions were not released even earlier than they are going to be. It has always been somewhat of a puzzle to us, why, in this 52-week-year business, it has been taken so much for granted that business is going to be poor in summer and there is no use in trying to help it. Yet those companies that released some of their best pictures during the past four weeks have proven that quality will draw regardless of heat or other adverse conditions.

The features scheduled to start off the new season look exceptionally fine as box office attractions—not just on paper or from press books, but actually on the screen—we've seen several of them at previews and our judgment is not from hearsay. Too, the smash announcement, that will burst forth in several hundred newspapers throughout the country by Radio on their release of "Traveling Husbands" and by Columbia on its general release of "Dirigible" and by Paramount in celebration of their twentieth anniversary in conjunction with their general release of "The Smiling Lieutenant," give added impetus to the selling of millions of admissions during the first few weeks of the new show season. And, if the quality of releases keeps up for the remainder of the season, we can safely predict that 1931-32 will be a banner show year.

All, however, does not rest with good releases alone. The days, when an exhibitor had only to put out a one-sheet and a few photographs and his theatre was filled without any advance selling whatever, are gone forever. Pictures, no matter how good, must be presold to the public. Word-of-mouth advertising is good, but it can only help the long runs. To reap the utmost of profit from any attraction good selling is essential. An early start with good pictures is a fine thing. An early start in SELLING those pictures to the public is insurance for their box-office success.

Ben Shlyen


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ____________________________________

Theatre __________________________________

Town_______________ State_____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

Really New Low Prices

Reflector for Mazda, Reflector Arc and Hi-Low Arc.

Heretofore you have paid very high prices for new Reflectors, *but now* your old Reflectors (unless badly pitted) can be refinished *Good as New.*

	NEW PRICE	REFINISHED PRICE	YOU SAVE
G. E. Mazda	$ 7.00	$4.00	$3.00
Simplex Mazda, small	7.00	4.00	3.00
Simplex Mazda, large	9.00	5.00	4.00
Morelite, small	10.00	5.50	4.50
Strong, Peerless, Motiograph, Morelite or any standard low intensity	15.00	6.00	9.00
Peerless, Strong, Ashcraft or H. & C. high intensity	25.00	9.00	16.00

CHECK YOUR REFLECTORS

If they are tarnished, dull or cloudy you are not getting good projection.

Stebbins Contribution Toward Lower Overhead.

Stebbins Theatre Equipment Co.

1804 Wyandotte Street **Kansas City, Missouri**

AUGUST 11, 1931
VOLUME XII NUMBER 12

MOVIE AGE

EXPECT "FIREWORKS" AT ALLIED MEETING NEXT MONTH

NO BUYERS' STRIKE IN NORTHWEST, SAYS BEN MARCUS

STAGE COMPETITION FOR PICTURES NEXT FALL

NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE LOCAL IN SERVICE
AP INC

Critics Put "OK" on

LOVER COME BACK

Yes, it's a habit, just another Columbia hit!

"LOVER COME BACK" is a well made thoughtfully contrived picture that will keep you thoroughly interested during the unwinding. I heartily recommend it even in this heat.

CAROL FRINK, *Chicago Herald and Examiner*

"Movie fans will eat it up."

MAE TINEE, *Chicago Tribune*

REALISM OF STORY APPEALS

BY CAROL FRINK.

HAVE YOU noticed that black is not always black and white is not always white in the movies lately? And that the fallen woman can pick herself up and win out in the end? And that the hero can make mistakes and the heroine can turn out to be a hussy?

Yup, the movies have grown up and pictures are really a reflection of life as it is actually lived. "Lover Come Back" is an illustration of the new cinematic sophistication.

Constance Cummings, an actress who made her reputation on the stage, captures first honors here in the rôle of Connie. She is amazingly sincere and you won't soon forget her poignant performance as the jilted girl. Betty Bronson does the part so well that you hate her cordially from the very first.

"Lover Come Back" is a well made, thoughtfully contrived picture that will keep you thoroughly interested during the unwinding. I heartily recommend it, even in this heat.

Directing and Acting Are Big Points of Film

By Mae Tinee.

Good Morning!

This story is about a young man who knew what he wanted, went after what he THOUGHT was what he wanted, got it, found it to be the one thing he DIDN'T want.

Tom Evans and Connie are sweethearts when the picture opens. She fully expects to marry him until, one day, he breaks the news that there's somebody else —a little home girl, who doesn't drink, smoke or pet.

So Tom weds Vivian, who calls him "Tommykins" and fools him prettily, constantly, and right under his devoted nose until . . . Now, that old sweetheart of Tom's is secretary to Tom's boss, Yates, who long has admired the maiden's pretty ankles. He is smooth, charming, unscrupulous.

Performance Is Excellent.

"Lover, Come Back" is notable for excellence of performance. Betty Bronson does a surprisingly effective job as the bebby vamp wife. Constance Cummings gives a thoughtful, appealing and thoroughly artistic portrayal of the girl Tom leaves behind him. Jack Mulhall depicts the hero in snappy, workmanlike fashion. Jameson Thomas, the English actor, who was so startling in "Piccadilly," is thoroughly at home in the rôle of a man about town. The film is technically pleasing. I think the average movie fan will eat it up.

JACK MULHALL ★ BETTY BRONSON ★ CONSTANCE CUMMINGS

ERLE C. KENTON, *director* ROBERT SHANNON, *story* DOROTHY HOWELL, *dialogue*

Hit *after* Hit *from* Dependable Columbia!

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

"Fireworks" are Coming

Next Month When N. W. Allied Members Meet in Minneapolis for Convention.

Fireworks aplenty are in prospect next month when the Northwest Allied unit holds its convention in Minneapolis.

That Benie Berger, president of the organization, will be attacked from the floor is a certainty.

A number of exhibitors, members of the body, are coming to the meeting for the sole purpose of finding out why Berger has been buying film product himself for his Bemidji, Minn., Theatre, at the same time that the Allied Minneapolis headquarters is sending out appeals to theatre owners to buy no pictures until at least after the forthcoming Allied convention.

At the initial session, according to present plans, they will demand that Berger explain his actions and personal attitude toward the purchase of new 1931-32 product and, at the same time, reconcile it with the organization's avowed buyers' strike.

They will want to know whether it is the privilege of officers of the organization to protect themselves on product for next fall and winter while ordinary members take the risk of not having sufficient pictures or the ones they want because, acting in conformity to instructions from headquarters, they have deferred buying. "Is it Allied's idea to let the little fellows hold the bag while the big ones look out for themselves?" they will ask Berger.

As published in a recent MOVIE AGE issue, it is common knowledge along Minneapolis Film Row that Berger recently closed for Paramount's new product and also has been negotiating for other product.

No Buyers' Strike, Says Ben Marcus

Who Declares Sales Are Ahead of Last Year; Good Business Reported by Other Concerns.

Who says there's any "buyers' strike" in the Northwest territory or that the depression is killing the film business?

Another distributor comes forth this week with a demand for information leading to the apprehension of any and all responsible for the spreading of false propaganda.

Ben Marcus, manager of the Minneapolis Columbia exchange, declares that he is willing to sign an affidavit to the effect that the Columbia sales in the territory thus far this year are ahead of those of the corresponding period in 1930, in case anybody questions his word and insists that Northwest exhibitors are not buying new product. Among other exchanges, Warner Brothers, Paramount, Sono Art, RKO and Pathe also are known to be doing better than last year.

(Continued on page 5)

Two Big Draws

"Dirigible" and "Politics" Get Big Business in Face of Bad Heat Spell.

Proof that outstanding pictures can get big coin in the territory regardless of unfavorable general business conditions and terrific heat continues to multiply every week.

In the face of blistering heat, news of crop failures and new record low wheat prices, the Minnesota and RKO Orpheum Theatres, the two largest Minneapolis showhouses, seating 4,200 and 2,900, respectively, did a stupendous business last week. In each instance the picture was credited for the wonderful draw.

The Minnesota had the Marie Dressler - Polly Moran comedy, "Politics," while Columbia's special, "Dirigible," was holding forth at the Orpheum.

(Continued on page 5)

LEASES ANOTHER

Rosenblatt Takes One at Rhinelander

Menominee, Mich.—Reuben Rosenblatt, manager of the Lloyd Theatre here as well as the Lloyd in Houghton, Mich., has leased the Rhinelander, Wis., Theatre. The house, which was built at a cost of $140,000, is being operated as Lloyd's State Theatre.

Herbert Brennan, former Milwaukee newspaper and theatre man, has been named manager of the house. Kenneth Wright, former organist at the Lloyd in Menominee, has been named organist at the Rhinelander Theatre.

Phil Dunas Here

Phil Dunas, Columbia district manager, was a visitor at the Minneapolis exchange last week for the first time since last May. He states that he just has closed a number of big deals which will be announced shortly. Columbia now is getting into the biggest theatres in the country with its pictures, he points out. Negotiations are now in progress for RKO to take over the entire Columbia product for the Twin Cities and Publix for the neighborhood houses in the Twin Cities and the rest of its circuit outside of Minneapolis and St. Paul.

New Fox Mgr.

Milwaukee, Wis.—Al Davis has been named as the new manager of the local Fox exchange. He was formerly salesman for Fox in Philadelphia for the past six years.

On Their Toes

By M. E. CUFFEL, Editor

COMPETITION is said to be the life of trade and the indications of stiffer forthcoming opposition from the so-called legitimate in the Twin Cities the coming fall and winter season may be regarded in the light of a favorable development rather than otherwise. However, such circuits as Publix and RKO generally are on their toes all the time anyway and do not need any additional stimulants to get them to put forth their best efforts.

It is because of the hard work, intelligent showmanship and sales efforts and ingenuity of Publix and RKO in the Twin Cities, in considerable part at least, that busi-

(Continued on page 5)

"Politics" and "Dirigible" Draw Big Patronage Here

Minneapolis (week ending Aug. 6)—Two pictures, "Politics" at the Minnesota and "Dirigible" at the RKO Orpheum, were smash box-office hits the past week and, between them they garnered most of the available business. Both drew enormous grosses, even intense heat failing to keep customers away. Otherwise, however, trade was badly off, due in large part to weak attractions. "The Great Lover," "Women Love Once" and "Never the Twain Shall Meet," at the State, Lyric and Aster, respectively, failed to give customers satisfaction or to attract profitable patronage.

Aster — **Never the Twin Shall Meet** (M-G-M), Leslie Howard. **Business:** Small. **Summary:** The hackneyed yarn of the American who succumbs to the wiles of a seductive South Sea maiden and goes native; slow-moving drama. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Lyric—**Women Love Once** (Paramount), Paul Lukas and Eleanor Boardman. **Business:** Small. **Summary:** A drama about an artist husband who wanted to be free to carry on love affairs and live his own life without proper conisderation of his wife. **Entertainment Merits:** 65 per cent. **Short Subjects:** Sound news, Sennett comedy, screen vaudeville.

Minnesota — **Politics** (M-G-M), Marie Dressler and Polly Moran. **Business:** Very big. **Summary:** A highly amusing comedy in which Miss Dressler clowns her way to the mayoralty of a small town; suitable for the entire family. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum—**Dirigible** (Columbia), Jack Holt and Ralph Graves. **Business:** Very big. **Summary:** A thrilling epic of the air; sure-fire audience appeal. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, sound news.

State—**The Great Lover** (M-G-M), Adolphe Menjou and Irene Dunne. **Busness:** Small. **Summary:** A fine cast wasted on a weak story about an opera singer and his love affairs. **Entertainment Merits:** 75 per cent. **Short Subjects:** Newscasting, Slim Summerville, comedy, Bobby Jones' serial.

MILWAUKEE

Week Ending July 30)

Alhambra — **Daybreak** (M-G-M), Ramon Novarro and Helen Chandler. **Business:** Fair. **Summary:** A romantic comedy concerning gay military life in pre-war Vienna. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden—**Meet the Wife** (Col.), Laura La Plante and Joan Marsh. **Business:** Fair. **Summary:** A light comedy farce concerning two husbands of one woman. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Riverside — **The Common Law** (RKO-Pathe), Constance Bennett and Joel McCrea. **Business:** Fair. **Summary:** A picture concerning a young woman who goes to Paris for more freedom, and finding it in plain old marriage. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand — **Women Love Once** (Paramount), Eleanor Boardman and Paul Lukas. **Business:** Fair. **Summary:** A story concerning a painter who goes to Paris for freedom and the sake of art. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy, Newsreel.

Warner — **The Reckless Hour** (First National), Dorothy Mackaill and Conrad Nagel. **Business:** Fair. **Summary:** A melodrama concerning Nellie, the beautiful cloak model, and her love affairs. **Entertainment Merits:** 85 per cent. **Short Subjects:** Paramount News, Comedy.

Wisconsin — **Confessions of a Co-ed** (Paramount), Sylvia Sidney and Phillips Holmes. **Business:** Fair. **Summary:** A Hollywood-made account of college life. Except for the cast, which is good, the film is very average. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox Movietone News .

ALONG FILM ROW

Arthur Heusman, booker at the Educational exchange, Minneapolis, has been promoted to the sales staff. Henry Robinson, assistant to Heusman, has been adcanced to the post of booker. C. J. Bloomberg has resigned from the Educational sales' staff to enter the peanut vending business.

* * *

Budd Rogers of the home Sono Art and World Wide offices, New York, visited Harold Johnson at the Minneapolis exchange this week. He is making a tour of exchanges.

* * *

Educational in Minneapolis just has received the initial prints of the serial, "Trail of the Sword Fish, Cannibal of the Deep" and gave a preview before an audience of enthusiastic exhibitor guests. Harold Johnson, Educational exchange manager, predicts that the picture will prove a sensation in the territory.

* * *

Morgan Ames, RKO division manager in Minneapolis, returns this week from the division managers' meeting in New York. He is expected to have an announcement to make regarding the reopening of the RKO Seventh Street and President Theatres in Minneapolis and St. Paul, which have been closed for the summer.

* * *

The Minneapolis Paramount exchange last week screened "An American Tragedy," which has received considerable free front page newspaper publicity as a result of the efforts of Theodore Dreiser, author of the novel from which the picture was adapted, to restrain its showing. Those who witnessed the preview at the Publix offices were a unit in declaring the drama to be one of the most powerful, gripping and moving pictures ever produced for the screen. It will have its initial Northwest public showing at the Minnesota Theatre, Minneapolis, within the next few weeks and is expected to prove a box-office sensation throughout the territory.

* * *

Ralph Branton, a Minneapolitan formerly of the F. & R. and Publix executive offices here and now assistant to Martin Mullins, Publix eastern divisional head, at Boston, spent last week in Minneapolis, visiting his mother and brothers and sisters.

* * *

E. C. Leeves, salesman for ERPI out of the Minneapolis office, is in St. Elizabeth hospital at Appleton, Wis. His illness is serious. C. A. Brethern, also a salesman for Minneapolis ERPI office, just has undergone an operation at Rochester, Minn. Still another ERPI Minneapolis salesman, John Robinson, has been ill for a month, but now is convalescing.

* * *

Tom Burke, exchange manager for Tiffany, just has returned from a three weeks' vacation trip in the upper peninsula of Michigan.

* * *

Don H. Ruliffson, assistant ERPI division sales manager from the Chicago office, was in the Twin Cities last week.

TALENTED STAFF

Publix Ushers Supply Good Entertainment

The Minnesota Theatre, ace Publix house, Minneapolis, is unearthing some real big-time performers among its service staff. A few weeks ago Ralph Ertedee, an usher, appeared with the stage show and did some tap dancing that scored a big hit. Ertedee "doubled" as usher and performer that week, going on at each of the four stage performances and performing his regular usher duties between shows.

Last week the Minnesota had Charles Green and A. R. Merriman of the service staff put on a skit on Radio Station WRHM to advertise "Politics". The skit was a take-off on a small-town, old-fashioned political campaign and went over so big that the station has arranged with the pair to present a humorous sketch every Thursday night. The station is giving the theatre 15 minutes on the air gratis once a week for the purpose and during the period, of course, the opportunity to advertise the showhouse and its attractions will not be overlooked.

Buys Star Theatre

Bancroft, Ia. — James West, formerly of Burt, Ia., has purchased the Star Theatre here from Frank Lupin. It is the only showhouse in Bancroft and is equipped for sound.

Joins Columbia

S. G. Lebedoff, owner and operator of the Homewood Theatre, Minneapolis neighborhood house, has joined the Columbia sales' staff.

No Buyers' Strike

(Continued from page 3)

In order to meet the exceptionally large demand, Mr. Marcus has enlarged the Columbia sales' staff to seven. It now is larger than the staff of any other exchange, he says, and compares with a total of five formerly.

The demand is especially brisk for early dates for such pictures as "Dirigible" and "The Miracle Woman," according to Mr. Marcus, but the entire new product is going over in great fashion and sales during the past month have been at a record-breaking clip.

"Columbia now is finding real preferred playing time in the territory," says Mr. Marcus. "Exhibitors actually are eager to buy. We are highly optimistic."

While theatre business generally in the territory is experiencing its usual summer slump, which, perhaps, is sharper at this time than at any corresponding period during recent years, Mr. Marcus asserts that exhibitors are looking forward hopefully to the fall and winter, principally because of the better than average product coming up.

"Of course, many exhibitors are complaining because of conditions, but just try to buy their theatres," says Mr. Marcus. "They want plenty of money for them. And not a few who are crying 'hard times' the loudest now are in the market for new theatres."

BUY ULTRAPHONES

Sound Device in Demand, Says Ted Karatz

Ultraphone sound equipment is in big demand these days, according to Ted Karatz, Minneapolis Ultraphone distributor. A considerable number of installations have been made during the past few weeks, he says.

Among the recent Ultraphone installations announced by Mr. Karatz are at the Temple, Viroqua, Wis., which will reopen August 20 after redecorating has ben completed; the Family, Marshalltown, Ia., which opened August 9; the Laurium, Laurium, Mich., which opens August 12; the Crystal, Lake Crystal, Minn., opened July 31; the Strand, Ashley, N. D., which will reopen the last week in August after redecorating and the installation of new seats; the Rialto, Pocohontas, Ia., which opens August 14; the Uptown, Omaha, Neb., opened August 8, and the New Lake, Waubay, S. D., which reopened August 15.

On Their Toes

(Continued from page 3)

ness has held up so well at their show houses during the hottest summer in the history of Minneapolis and St. Paul and throughout the severest trade depression in the present generation's memory.

The movie and vaudeville industry, it seems to us, has been more on its toes and more of a go-getter than any other branch of trade. It generally uses intelligent effort, strives to the utmost and leaves few stones unturned to get business. It seldom loses courage.

As a result, the show business has been holding up exceptionally well. It has suffered to a lesser extent than most other lines. Its conduct well can serve as an example to other industries.

3 NEW HOUSES

Nebraska Theatres Will Open Soon

Three new theatres have been completed or are nearing completion in Nebraska. This must be a sign of returning prosperity. The State Theatre at Lincoln, recently completed, is operated by George Munroe. Boller Bros., of Kansas City, Mo., are the architects.

The Astor Theatre, Humphrey, Neb., is nearing completion. Its opening is September 1. William Youngclaus will operate the house. The building plans were drawn by Nyquist, architect of Columbus, Neb.

The New Soo Theatre, South Sioux City, Neb., set for opening September 1, is owned and operated by A. E. Thacker. Burkhead is the architect.

BUY AIR WASHERS

American Blowers Are in Demand

Omaha — Many of the Omaha territory theatre owners are combatting the hot weather by installing air washers and blowers, according to the American Blower Corporation of Detroit, Mich. Distribution is through National Theatre Supply Company. The following situations have made recent installations of air washers and blowers:

Grand Theatre, Red Oak, Iowa; Isis Theatre, Crete, Neb.; Strand Theatre, Lincoln, Neb.; State Theatre, Lincoln, Neb.; Rivoli Theatre, Seward, Neb.; Majestic Theatre, Hebron, Neb.; Nebraskan Theatre, West Point, Neb.; Sun Theatre, Holdrege, Neb.; Island Theatre, Grand Island, Neb.; Iowa Theatre, Sioux City, Iowa; Granada Theatre, Sioux City, Ia.

Ted Ferrand, booker at RKO-Pathe at Omaha, left on a two-weeks' vacation. He expects to visit in Winnepeg for a few days, then to Menahga, Minnesota, for some fishing and swimming.

Chevalier Medley

To help exploit Maurice Chevalier's "The Smiling Lieutenant," current attraction at the Minnesota Theatre, Minneapolis, Lou Breese, orchestra conductor and master of ceremonies, arranged for his overture a medley of Chevalier hits. The overture went over big. A newspaper teaser ad campaign and radio broadcasting also were utilized to plug the picture. The theatre got an exploitation break as a result of the Saturday Evening Post starting last week with a story of Chevalier's life.

Two Big Draws

(Continued from page 3)

"Politics" played to around $34,000, one of the biggest weeks the Minnesota ever has had at any season of the year, excepting those times when some exceptional name stage attraction like Paul Whiteman was on the program.

The gross for "Dirigible" ran close to $19,000. There were stand-out every afternoon and evening and many people were turned away. It was one of the theatre's biggest weeks and only the length of the show, about three hours, prevented the receipts from attaining greater proportions.

Undoubtedly "Dirigible" was helped by reason of the fact that early in the summer it played the Century Theatre in Minneapolis as a $1.50 roadshow attraction, enhancing its prestige. But the sterling qualities of the picture itself and its immense box-office appeal were what brought in the bulk of the crowds.

Incidentally, both "Politics" and "Dirigible" were helped by great exploitation campaigns.

The Twin City Orpheum engagement of "Dirigible" were pre-releases. The picture will be released throughout the territory, starting September 1.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES
$2.00
UP

Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING THE LAKE
WHERE IT'S ALWAYS COOL

15 Pictures Start Paramount Jubilee

New York — With fifteen feature films of its 1931-1932 program already completed and ready for release Paramount has inaugurated its 20th jubilee celebration with the announcement of a new production program which will tax the capacity of the company's studios in New York and Hollywood. During the month of August, 15 new pictures will be put into production.

The highlight of the beginning of Paramount's 20th year will be the world premiere at the Criterion Theatre of "An American Tragedy," the Josef von Sternberg film masterpiece based on Theodore Dreiser's novel of the same title with Phillips Holmes, Sylvia Sidney and Frances Dee in the principal roles and supported by an all star cast.

Next in order comes the film debut of "Huckleberry Finn" at the Paramount Theatre, where the picture based on the Mark Twain classic opens with the most notable child cast ever offered in a talking picture. "Huckleberry Finn," directed by Norman Taurog, who made "Skippy," includes such child stars as Jackie Coogan, Junior Durkin, Mitzi Green and Jackie Searl.

"Huckleberry Finn" will be followed at the Paramount Theatre by "Silence," a drama, with Clive Brook, Marjorie Rambeau, Peggy Shannon and Charles Starrett.

Among other pictures of the fifteen which have been completed are:

"Secrets of a Secretary," with Claudette Colbert Herbert Marshall and Georges Metaxa, and directed by Geo. Abbott; "Murder by the Clock," with Lilyan Tashman, William Boyd, Irving Pichel and Regis Toomey, and directed by Edw. Sloman; "Caught," with Richard Arlen, Louise Dresser and Frances Dee and directed by Edward Sloman; "Daughter of the Dragon," with Anna May Wong, Warner Oland and Sessue Hayakawa and directed by Lloyd Corrigan; "Personal Maid," with Nancy Carroll; Gene Raymond, George Fawcett, Pat O'Brien and Mary Boland and directed by Monta Bell; "Monkey Business," with the Four Marx Brothers and directed by Norman McLeod; "My Sin," with Tallulah Bankhead and Frederic March and directed by George Abbott; "The Mad Parade," a Paramount release, with Evelyn Brent, Lilyan Tashman, Irene Rich and Louise Fazenda and directed by William Beaudine; "The Road to Reno," with Lilyan Tashman, Charles "Buddy" Rogers, Peggy Shannon, William Boyd, Irving Pichel and Skeets Gallagher and directed by Richard Wallace; "24 Hours," with Clive Brook, Kay Francis, Miriam Hopkins and Regis Toomey, directed by Marion Gering; "Tabu," the first picture made by the late Fred Murnau; and "The Smiling Lieutenant," wtih Maurice Chevalier, Claudette Colbert, Miram Hopkins and Chas. Ruggles, and directed by Ernst Lubitsch.

DETECTIVE SERIES

26 Nick Harris Stories From Radio

New York—A series of six two-reel detective stories based on the memoirs of Nick Harris, chief of the Nick Harris Detective Agency, internationally famous organization, will be filmed by Spencer Gordon Bennett for RKO-Radio Pictures distribution, according to an announcement by Joseph I. Schnitzer, president of Radio Pictures.

The Nick Harris series will bring the true life thrills of detective life to the screen with all the authentic values which have come to Mr. Harris from first-hand experience.

TWO FROM PEERLESS

And Three More to Begin at Once

Hollywood—With its two initial releases, "Salvaged" and "Lovebound," nearing completion at the Tec-Art Studios, Peerless Productions, Inc., is preparing to start shooting on three additional productions within the next two weeks. Peerless has announced twenty-four for the 1931-32 season.

The third release, tentatively titled "Decency," an original story of Whites in the tropics, is now being cast. Rehearsals will be started within a week.

SELECT STORY

Chevalier to Appear in Modern Clothes

Hollywood—Maurice Chevalier's next film role will be as a struggling song writer in "One Hour With You," it is announced at the Paramount studios.

The story, which will mark the French star's return to modern clothes after his costumed roles in "The Love Parade" and "The Smiling Lieutenant," is being prepared for the screen by Raymond Griffith, former film star.

SUSTAINS W. E.

General Talking Must File Patent Answer

New York—Judge Coleman, of the United States District Court, Southern District of New York, on August 5 sustained Western Electric in denying the motions of General Talking Pictures to dismiss, for lack of jurisdiction, the patent infringement suits brought by the Western Electric Company. Judge Coleman also denied General Talking Pictures' motion to withdraw their general appearance.

The decision means that General Talking Pictures must file, within the next five days, an answer to the patent infringement suits brought by Western Electric that have been before the United States District Court, Southern District of New York for almost a year.

Sign McGowan

Hollywood—J. P. McGowan, ace western director responsible for the success of many Pateh action films, has been signed by John R. Freuler to direct "Headin' for Trouble," the initial Custer production to be released by Big 4 Film Corporation. Betty Mack will appear opposite Custer. Production has already started on the picture.

TO START COMEDY

"Peach O'Reno" Moved Up One Month

Hollywood—Anticipating a full production blast in October, RKO-Radio Pictures has moved "Peach O'Reno" up a month. Filming will start early in September with Bert Wheeler and Robert Woolsey starred.

The comedians, who have been spending their vacation in Scotland and England, will arrive in Hollywood August 20, in time for rehearsals.

START ON SEVENTH

"Neck and Neck" to be New Thrill-o-Drama

Hollywood — Preliminary work has been started on the production of "Neck and Neck," seventh Thrill-O-Drama in Son Art's series of ten. This, as the title implies, is a racetrack story.

Casting has been completed with Glenn Tryon and Vera Reynolds heading a strong player roster, including Carrol Nye, Stepin Fetchit, Lafe McKee, Fern Emell, Wheeler Oakman, Edith Fellows, Billy Gilbert and Richard Cramer.

MORE DEPENDABLE THAN THE SUN

STRONG

HIGH INTENSITY AUTOMATIC REFLECTOR ARC LAMPS

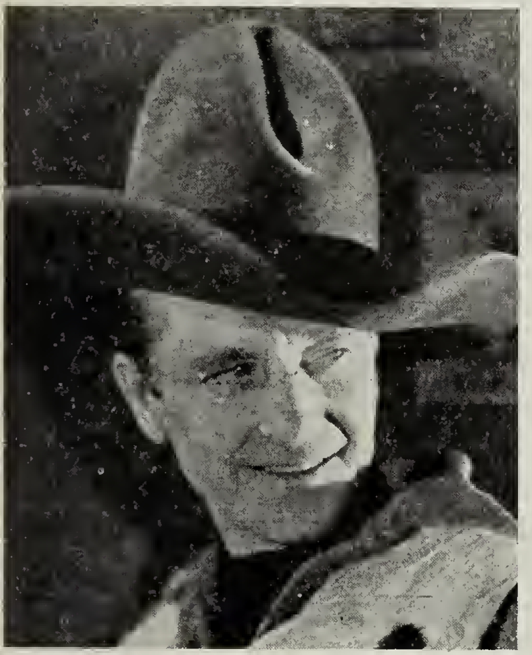
DELIVERS THE LIGHT SILENTLY, AUTOMATICALLY, ASSURING FULL, EVEN SCREEN BRILLIANCE WITH DEPTH AND DEFINITION.

For Sale by Independent Supply Dealers.

The Strong Electric Corporation
2501 LAGRANGE ST., TOLEDO, OHIO
Export Office:
44 Whitehall St., New York City, N. Y.

WE MEET In HOLLYWOOD

By Warren Stokes



BILL CODY

Bill Cody has always been credited with a large following of kiddies. Seeing is believing, however, and we saw some of the kiddies. We caught Bill actively engaged in the national pastime of baseball with the fathers and mothers of the neighborhood pretty well represented by their offsprings.

Right in front of the Cody residence, Bill was exercising his right arm and proving to the spectators that he was a sure fire hit—and how those kids did hit.

We arrived at the conclusion that Bill was better at throwing a lariat than a baseball. This was proven to us shortly after the conclusion of the game.

There are a couple of young Cody's who like to play ball while the dinner gets cold. Bill keeps a lariat hanging in a handy place for such occasions. This happened to be one of those occasions.

Bill called once, twice, and a third time. After the third time he went into action and the two young Codys came in on the end of a rope, Bill winning the applause of the cheering playmates.

Close and friendly association with youngsters has undoubtedly played a large part in garnering his juvenile following. When it comes to child psychology this portrayer of western roles certainly has "it."

"Child patronage of today is the adult patronage of tomorrow," Bill contends. "In addition to that there is a never ending stream emerging from the school rooms of the country. That is why I believe in clean action stories and that is why I am confident that clean action stories will always be in demand."

Bill is at present signed up under the Monogram banner for a crop of westerns heralded as the "Bill n' Andy" series. His team mate is little Andy Shuford. In the first of the series "Dugan of the Bad Lands," Cody's excellent teamwork evidences his understanding of the juvenile mind which makes it an ideal combination with possibilities of winning considerable popularity.

SEX FILMS OUT

New York—Fox Film Corp. is not considering underworld and sex stories for its 1931-32 schedule, it is reported by officials. Material appealing to patrons between the ages of 14 and 18 will be considered especially.

Under present plans pictures dealing with sophisticated sex problems will not be included in either this season's or next season's productions.

Old-Time Comedian

Hollywood — Victor Potel, old-time comedian, has been added to the cast of "Selling Shorts," an RKO-Pathe comedy starring Louis John Bartels now being filmed at the Culver City studio under the direction of Harry Edwards. "Selling Shorts" is one of the Traveling Man series of comedies.

EDUCATIONAL'S 6

Subjects on New Program to be Ready Soon

Hollywood—Six subjects on the new Educational program have been completed and scheduled for early release. Four new series will make their debuts, with "Honeymoon Trio," co-featuring Walter Catlett and Al St. John, introducing the Cameo Comedy group on August 30. "The Cannonball," the first of the Andy Clyde starring series, is scheduled for September 6 release. "The Trail of the Swordfish," the initial subject in Mack Sennett's Cannibals of the Deep Series, is also scheduled for September 6 release, while the Mack Sennett Featurettes group makes its bow with "I Surrender, Dear," featuring Bing Crosby, on September 13.

"The Tamale Vendor," the first in the 1931-32 series of Ideal Comedies, and featuring Tom Patricola, will be released on September 6.

"Canadian Capers" starts off the new series of Terry-Toons on August 23.

"Too Many Husbands," "Poker Widows," and "Speed," scheduled for August 30, September 13 and September 27 respectively, wind up the releases on the current Mack Sennett program.

Where else can you get such VALUE?

National purchases the theatre owner's requirements in large quantities, securing the lowest possible prices consistent with quality merchandise. It is the policy of National to share its purchasing economies with its customers, consequently you can save money on equal quality by purchasing all your supplies from your National Branch. Not only do you get fresh, clean merchandise at better prices but you also avail yourself of Prompt Delivery and a guarantee—satisfaction or your money back.

REEL BARGAIN

Another example of National's Economy Program: Less than three years ago a sound reel, unequal in quality and workmanship to this one, sold regularly for as much as $5.50. Today you can buy the National Sound Reel—a big, sturdy, accurately machined, and perfect running reel—11, 14 or 15-inch diameter, at your National Branch for $2.50. How's that for *Economy*?

THE MARK OF TRUE ECONOMY

NATIONAL THEATRE SUPPLY COMPANY

1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa
56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

Stage Competition For Films Next Fall

Stiffer competition for the talkies from the legitimate speaking stage is in prospect in Minneapolis and St. Paul the coming fall and winter, according to present indications. In addition to the Bainbridge dramatic stock company at the Shubert, it now appears that there will be more road attractions visiting the two towns than at any time during recent years.

E. A. Stein, newly appointed manager of the Minneapolis and St. Paul Metropolitans, has announced a number of contracts for roadshows already closed. Hugh Andress, manager of the Lyceum Theatre, also expects to have several attractions, while the Shubert, closed for the summer, will reopen with Bainbridge dramatic stock the first week in September.

The Metropolitans' season may be launched with Ethel Barrymore in a revival of "The School of Scandal" the week of October 1. Mr. Stein also has obtained the New York Theatre Guild offerings which during the past two seasons have played at the Lyceum. There will be five of these.

Other bookings include William Gillette, an all-star revival of "The Admirable Crichton," "The House Beautiful," "Tomorrow and Tomorrow," "As Husbands Go," "As You Desire Me" and three other Guild attractions.

Mr. Stein is now in New York, making arrangements to bring other attractions here. He hopes to be able to obtain several bookings for September ahead of Miss Barrymore.

Harry Hirsch is making arrangements to reopen the Gayety Theatre State Fair week with stock burlesque.

COMMUNITY SINGS

The Minnesota Engages Harry Anderson

The Minnesota Theatre, Minneapolis, has shown enterprise in grabbing off Harry Anderson, community song leader, to direct "community songs" at the showhouse the week of August 14. Throughout the summer, Anderson, employed by the local park board, conducts the community sings in the city parks. The sings are played up big in the newspapers. The theatre is exploiting the Anderson appearance in the various sections where the sings have been held and expects to create a competitive spirit which will result in a series of contests at the theatre, with different parts of the city taking part on different nights.

HEAT A STIMULANT

Crawmer Says Cooling Sales Good

One Minneapolis concern catering to showhouses actually has been benefiting as a result of the blistering hot summer and the depression. The concern is the National Theatre Equipment Co., 56 Glenwood avenue, Minneapolis, which sells National ventilating and cooling equipment.

The extreme heat and the poor times actually have stimulated the demand for these cooling and ventilating systems this summer, according to A. T. Crawmer, manager of the National Theatre Equipment Co.

"Exhibitors realize that it is harder to lure patrons than when more prosperous conditions prevail and they leave no stone unturned to make their theatres as attractive, comfortable and inviting as possible," says Mr. Crawmer. "As a result, judging by our own business, more have been installing cooling and ventilating systems this summer than ever before.

"The progressive and wide-awake exhibitors have found that a cool and well ventilated theatre can be 'sold' to the public as well as pictures. The many heat waves have held no terrors for them and, if anything, in most instances, has aided instead of hurt business. The public has learned that it can find relief from the heat in such showhouses and it attends them to escape the heat."

Among the theatres which have installed National ventilating equipment are the Princess, Lindstrom, Minn.; La Salle, Camden, Gopher and Lyndale, Minneapolis; New Ray, St. Paul; the Ellsworth, Ellsworth, Wis.; Unique, Ladysmith, Wis.; State, Detroit Lakes, Minn.; Lyceum, Thief River Falls, Minn., and the Rex, Hutchinson, Minn.

The National Company is furnishing engineering service and a complete survey at no expense to exhibitors.

Leases Another

Marshalltown, Ia.—Don Thornburg, manager of the Family Theatre here, has leased the Star Theatre, State Center, Ia., which he will remodel and reopen this month. Sound equipment will be installed. Mr. Thornburg will continue to maintain his residence here.

Omaha Gossip

We are very sorry to learn of the serious illness of Mrs. Georgia O. Resley of the Royal Theatre, O'Neill, Neb. Although ailing for some time she has steadfastly stuck to the management of the theatre until last week. The strain during her weakened condition has finally caused a complete collapse.

* * *

The Fairfax Theatre, Fairfax, South Dakota, has been taken over by The Community Club, of which P. W. Lambert is chairman. L. A. Iler is the former owner.

* * *

Johnny Taylor, Universal salesman, has a new sideline, inspecting swimming pools in country clubs; at least it's a pleasant sideline these hot days. This information is gleaned from his friends, Mr. and Mrs. J. J. Hoffman of the Plainview Theatre, Plainview, Nebraska; Ralph Falkinburg of the Majestic Theatre, Lexington, Nebraska, and Gus Holud of the Pastime Theatre, Ravenna, Nebr., are prominent members of their respective clubs.

* * *

Fred J. McConnell, short subject sales manager of Universal, arrived in Omaha Saturday. He expects to continue eastward after a few days' stay in Omaha.

* * *

A foursome at Valley View Golf Club has been reported lost in the rough over the week end. Their identities were not revealed until a searching party located them deep in the woods on No. 16 hole. The searchers were led to the spot by the far off sounds of chopping and the cloud of dust which hovered over the trees. It was then disclosed the foursome consisted of Johnny McBride, Film Board cup winner for several seasons; Bob McEwan, Mid West salesman; Bill Seymour, Universal salesman, and Morrie Cohen, formerly of the Strand Theatre, Council Bluffs, Iowa. Evidently the score cards were also lost and the results of the round could not be obtained.

* * *

Among the visitors to Film Row during the week were E. H. Robertson, Scribner, Neb.; R. V. Fletcher, Lyric Theatre, Hartington, Neb.; Mr. Botsford, Ainsworth, Neb.; W. C. Swails, Sunbeam Theatre, Clay Center, Neb.; Joe Douglas, Hooper, Neb.; Mrs. Ella Marie Weeks, Tekamah, Neb.; Ike Ledy, Iowa Theatre, Sioux City, Iowa.

* * *

Lionel Wasson, manager of the Publix Capitol Theatre in Sioux City, Iowa, has taken up aviation as a diversion in his spart time. It is reported he has taken to it like a bird to the air and has progressed so rapidly he will take his first solo flight Monday. Drop in for lunch some time, Lionel, there's plenty of room on Film Row.

* * *

Mrs. LeRoy Miller has just returned to Omaha from a visit to her home in Minneapolis, Minn., after a stay of several weeks. Mr. Miller has recently taken over the Omaha branch for Fox, having been transfered here from Milwaukee.

Peace Again

New York—The so-called feud between Warner Bros. and Paramount Publix came to an end last week when negotiations were completed for the showing of the 70 Warner-First National pictures in Publix theatres.

Exchanges Deny Move on 10-Cent Houses

Minneapolis distributors deny that any agreement was reached at any meeting of the Film Board to classify theatres showing for 10c admission after 6 p. m. as "six months" houses, as charged by W. A. Steffes, Northwest Allied general manager and exhibitor.

The exchangemen declare that Steffes is setting up his own straw man to knock him down by announcing that he will fight the distributors by taking the matter to the federal district attorney and federal trade commission. Steffes is credited, or, rather, discredited, with having inaugurated the 10c admission at his neighborhood house and he insists that the alleged distributors' move is aimed at him. But th exchangemen deny there has been any move.

An agreement in a matter such as this sort would be a violation of supreme court decisions and anti-trust acts, Steffes claims. There is nothing, however, to prevent the exchanges from acting individually.

The RKO Orpheum Theatre, Minneapolis, landed a big scoop when it obtained the exclusive privilege to make microphone announcements and take movies at the gigantic North Minneapolis annual community picnic which attracted nearly 75,000 people. The showhouse received plenty of free advertising and the pictures, which are being shown on the Orpheum screen this week, are expected to prove a considerable magnet.

Passage of Copyright Law

Sure, According to M. P. T. O. Officials, who Say Industry Should Help Write New Bill.

New York—M. P. T. O. A. officials are of the opinion that passage of a copyright bill is certain in the next session of Congress. The exhibitor leaders believe the industry should help write the law and that members of the association should call upon their personal lawyers to study the 1931 Copyright bill and suggest amendments or changes.

According to the M. P. T. O. A., if the new law, which is expected to be rushed to passage at the next session, includes the "Berne Convention" arrangement, it is possible that theatre owners will pay six or more sets of music license taxes instead of one.

It is pointed out by the association that there should be no license tax required by theatres where talking pictures are used exclusively, as the producers pay for the copyrighted music on the film. Producers, the organization says, could record the music on the film and put the film on the shelf and no license fee could be required. It is when the music thus recorded is reproduced in a theatre attended by a paying audience that the law requiring the fee becomes operative. In this manner, the producer pays the performing fee in fact and this is charged back to the exhibitors, which should be sufficient, the association declares.

Return of Houses to Independents

Favored by Wall Street Bankers, According to Survey Made by the Film Daily.

New York — According to expressions of opinion by Wall Street bankers, financial interests look with favor upon the selling of certain houses by major circuits to independent operators. This information was obtained by a survey made by The Film Daily.

Consencus of opinion is that in numerous instances it is more feasible for an independent exhib to run a house because he is geared for this class of operation. Deals involving franchise arrangements, assuring the distributor-owner of representation in the theatres, stressed as particularly advantageous. Another angle emphasized was the value of a strong independent exhibitor element in the industry to combat adverse legislation.

Allied's Kinograms

Affiliation Remains Despite the Opposition to Project by Various Newspapers.

Washington — Despite Newspaper opposition to the Kinograms advertising reel, Allied States will not discard its interest in the project which it is sponsoring.

Abram Myers, president of Allied, declares that no attempt will be made to conceal the advertising, but the entertainment value of the reel will be paramount. Whatever advertising goes into the Kinograms reel will pass the censorship of a committee of independent exhibitors.

TALKIES WIN

Best for Education, a Survey Proves

Washington — The U. S. Commissioner of Education has issued its official report on the nationwide visual education test held here July 6 to 10. The pictures used in the test were prepared by Fox Films. The test showed that the boys and girls from practically every state in the Union answered correctly, on an average, 19 more questions out of 50 on each test after seeing the sound educational pictures than they did before. This is an average gain of 38 per cent. The only other test comparable to this one, but using silent films, was conducted in 1928 and showed an average gain of 19 per cent, thereby indicating that sound films are twice as effective as silents in educational work.

Even more startling figures are recorded when only the increase in knowledge is considered. These ranged from 42 per cent in the test on glaciers to 607 per cent in the test on Monarch Butterflies. The average gain on all five tests was 115 per cent. In other words, after seeing five pictures on five subjects for a total period of two hours and four minutes, the boys and girls knew more than twice as much about these subjects as they did before.

U. A.-Fox Deal

New York—United Artists pictures will play in all Fox houses with the exception of those already contracted for solidly, according to a deal recently completed between Fox and United Artists.

5th Birthday

New York—Five years ago last week Vitaphone made its initial appearance before a somewhat skeptical public at the Warner Theatre here. The picture was "Don Juan," synchronized with music and sound effects. Although interest in the new development spread rapidly, it was not until Warner Brothers brought out "The Jazz Singer" that the future of the talking picture was assured.

TO NEW POST

Oscar Hanson Has Two Canadian Jobs

Toronto — Oscar Hanson, who until recently headed the Allied-Kinograms newsreel, has been made managing director of British Gaumont Corp., of Canada. In addition to this position he will be general manager and secretary-treasurer of Community Theatres of Canada, an independent exhibitor co-operative. Hanson formerly was general sales manager for Tiffany.

Powell Film Oct. 10

Hollywood — William Powell's first picture for Warner Bros., "The Road to Singapore," by Roland Partwee and J. Grubb Alexander, will be released throughout the United States on October 10, it has just been announced. Warner Bros. are arranging a pre-release showing for a Broadway house, however. Prominent in the support of Mr. Powell in this drama of oriental setting will be Maion Marsh, Doris Kenyon, Alison Skipworth, A. E. Anson, Louis Calhern and Lumsden Hare.

Katz Sees Better Theatre Business

New York—A note of optimism is expressed in an article by Sam Katz, appearing in a special edition of "Publix Opinion." A general turn for the better is expressed by the circuit head, who says theatre conditions will be healthier within the next month.

Katz admits that subnormal product, bad weather, industrial depression and other adverse factors have been a blow to the picture business during the past year. But with better product and cooler weather on the way, results for the coming year should be most favorable, he points out.

PRICE CUTTING

Should be Regulated by Local Conditions

New York — Local conditions should regulate admission price cutting, according to Al Lichtman of United Artists. The problem cannot be dealt with on a general basis, he said. Good box office pictures is the best solution as the public will go to see them regardless of the price scale, he pointed out.

Released August 7

Hollywood—Helen Twelvetrees' latest RKO-Pathe starring vehicle, "A Woman of Experience," which had a pre-release run at the Mayfair on Broadway, was nationally released on Friday, August 7. William Bakewell is her leading man. Others in the cast are Lew Cody, Zasu Pitts, H. B. Warner, C. Henry Gordon, Franklin Pangborn, Nance O'Neil, George Fawcett, Bertha Mann, William Tooker, Alfred Hickman Edward Earle and Max Waizman.

July Dividends

New York — Dividends paid by motion picture companies in July amounted to $2,327,365, according to the Standard Statistics Company of New York. Total cash dividend payments made by domestic corporations in July were $516,095,367.

Increase Attendance

With the Tri

SCOOTE

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

Wins Kid

How to Ord
Scooter-Nit

Required starting
can best estimate the
but your first order
Four Cards are furn
your theatre name,
thus on minimum or
96 Record Cards. H
tre name, are furnish
A 120-ft. Trailer is l
and a deposit of $3.
desired. This deposi
return of Trailer.

The Steel Stamping Company

Factory, Lorain, Ohio

d and Proven

R-NITE

Sure-Fire
Juvenile
Trade
Builder

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

on Sight!

r for
Plan

r is 24 Scooters. You
mber you may require,
ıst be at least for 24.
ed free, imprinted with
each Scooter ordered;
you would receive free
ds imprinted with thea-
for $3.00 per thousand.
ed for two weeks only,
s required if Trailer is
returned to theatre on

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ____________________ 3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) __________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre __________________________ by __________________ Mgr.

Town __________________________________ State ______________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr. ____________________________

☐ **Check here, if trailer is desired and send $3.00 deposit which will be refunded on return of trailer.**

THIS WEEK *in* HOLLYWOOD

By **JOE BLAIR**
Studio Representative,
Associated Publications, Inc

VICTOR M. SHAPIRO, head of Fox Studios publicity department here, has inaugurated an intelligent policy towards newspaper, magazine and trade paper writers who are guests of the Fox Studio once a week for the purpose of previewing their latest and best Fox pictures. Vic is a marvelous host and his treatment of reviewers is bound to result in much good will for Fox Films.

However, while the above paragraph is a tribute to Shapiro's foresight, the attitude of most of the other studios is just the reverse. They rub members of the newspaper fraternity every way but the right way. Once in a while they try to make a fellow feel welcome and the very next day they insult him. As a consequence, most of the writers find it difficult to write constructively about the industry.

Legitimate newspaper writers cannot help but notice the freedom every studio in the business accords favored agents, friends, bootleggers, insurance salesmen, book agents and others. There is a rule —"No Visitors"—but all executives and most any stenographer employed on a lot can pass an out of town visitor through the studios and in many instances, on the stages where pictures are being made. None of the above privileges are given to newspaper and magazine writers, though in the past this courtesy was extended and forced on them in their work of gathering up news items.

If the present discrimination towards newspaper people continues, my prediction is that millions of dollars worth of favorable newspaper space will be lost each year.

* * *

William Blakewell has been signed by Universal under arrangement with Metro-Goldwyn-Mayer to play the featured juvenile role in Lew Ayres's next starring vehicle, "The Spirit of Notre Dame," in which so many well-known young football players will take part.

* * *

Don Marquis, a newspaper columnist and author of "The Old Soak," has been signed to write dialogue for Paramount's filmization of Percy Crosby's "Sooky," companion picture to "Skippy."

* * *

Bob Steele, handsome young western star, has started work on his second western picture which Trem Carr is producing and releasing through Tiffany. John P. McCarthy is directing Steele in this one.

* * *

MAX REE'S compositions in the Radio picture "Fanny Foley Herself," certainly added a great deal of the value of this all-technicolor production. Ree is one of the most brilliant art directors in the business. He is young in years but old in experience, having been drafted from the European stagecraft several years ago to serve the film industry.

* * *

Alfred E. Green will direct "Hon. Mr. Wong" for Warner Brothers-First National. Edw. G. Robinson is the star. J. Grubb Alexander has has completed the screen version of the story which is taken from the play by David Belasco and Achmed Abdullah.

* * *

Joel McCrea, Constance Bennett's leading man in "Born to Love" and "The Common Law," has been given the male lead in "Girls About Town" which Paramount is filming with Kay Francis, Lilyan Tashman and Eugene Pallette in the cast. George Cukor is directing.

Oliver Drake, scenarist, wrote the original story of "Pagan Gold," which Ray Eslick directs in multicolor for independent release. The picture will be made in the South Sea Islands with an all-native cast. Drake recently completed script for "The Reckless Rider," a state right release.

* * *

Director William K. Howard turned out an excellent picture in "Transatlantic" for Fox. Also credit Joseph Reilly, head of the Fox Studio police department, for a clever crook ruse used in this picture. It was based on Reilly's personal experience on a case while serving as a captain on the New York police force.

* * *

Robert McGowan, who is completing his tenth year as director of "Our Gang" comedies, has signed a new long-term contract with Hal Roach. McGowan has been associated with "Our Gang" pictures since the idea of making these two-reel juvenile films was first suggested, and during the past decade has turned out 110 releases. During the forthcoming season eight "Our Gang" pictures are listed for release by Metro-Goldwyn-Mayer.

* * *

HAVING completed the filming of the Four Marx Brothers picture, "Monkey Business," Norman McLeod, Paramount director, is now preparing to start production of "Stadium." Richard Arlen, Chas. Starrett and Jack Oakie will be featured in the cast of this adaptation of Francis Wallace's book.

* * *

Marie Dressler is well along on the road to recovery, following her recent illness. As soon as she completes her next starring picture, "Emma," which follows "Politics," now playing key cities, Miss Dressler is planing a trip to Europe.

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

.. AS TOLD BY ...
EXHIBITORS THEMSELVES

COLUMBIA

Tol'able David, Richard Cromwell—Above average picture. Well acted.—George G. Baker, Strand, Britton, S. D.

Avenger, Buck Jones — A good production with a little different story angle than the usual line of pictures. Film in good condition.—Dick Wagner, Capitol Theatre, Sioux Falls, S. D.

FOX

Fair Warning, George O'Brien—Business fair. A good western and better than the average run of westerns. Weather hot.—Earl Somerville, Park, Raymond, Minn.

Charlie Chan Carries On, Warner Oland—Did not draw and did not please. Story hard to follow.—L. L. Levy, Iris, Kerens, Tex.

M-G-M

Remote Control, William Haines —Story silly, but work of players keeps fun up through it all. Haines and Polly Moran great.—L. L. Levy, Iris, Kerens, Tex.

Passion Flower, Kay Francis—Very high class. Pleased my crowd. Kay Francis, Miss Johnson and Bickel turned in fine roles, while kid was great.—L. L. Levy, Iris, Kerens, Tex.

PARAMOUNT

City Streets, Gary Cooper — Cooper and Sylvia Sidney great and Paul Lukas, Wynne Gibson and Wm. Boyd fine in support. Gangster story not liked, but acting makes it pleasing. They like Miss Sydney.—L. L. Levy, Iris, Kerens, Tex.

Gun Smoke, Richard Arlen—Great Saturday western. Too much killing to please the ladies. Mary Brian and William Boyd fine.—L. L. Levy, Iris, Kerens, Tex.

Love in the Suburbs—This is a two-reel comedy and did not please. Not a smile. — L. L. Levy, Iris, Kerens, Tex.

Sky Scrapers, Chester Conklin —Extra good. Conklin on a sky scraper brings lots of laughs and thrills.—L. L. Levy, Iris, Kerens, Tex.

PATHE

Her Man, Helen Twelvetrees—A real show and business good. Pleased 100 per cent.—Earl Somerville, Park, Raymond, Minn.

RADIO

The Royal Bed, Lowell Sherman —Business fair. A good picture that should please any audience. Played in rainy weather.—Earl Somerville, Park, Raymond, Minn.

Dixiana, Bebe Daniels—Business good. A real good show that pleased 100 per cent.—Earl Somerville, Park, Raymond, Minn.

Half Shot at Sunrise, Wheeler-Woolsey—A real good show. Business good. A picture that holds interest.—Earl Somerville, Park, Raymond, Minn.

Hook, Line and Sinker, Wheeler-Woolsey—Business good in hot weather. A real good comedy that will please all.—Earl Somerville, Park, Raymond, Minn.

STATE RIGHTS

The Lone Defender, Rin-Tin-Tin —A real good serial as good as any I have ever played. It will please. Earl Somerville, Park, Raymond, Minn.

TIFFANY

Fighting Through, Ken Maynard—Business fair, but weather was 102. A good western that will please all western fans.—Earl Somerville, Park, Raymond, Minn.

UNITED ARTISTS

One Heavenly Night, Evelyn Laye—Just a fair program picture, but better than average U. A. feature.—George G. Baker, Strand, Britton, S. D.

CO-OPERATION

To co-operate fairly with The Barometer means doing a good turn. The best judgment of a picture's value is the exhibitor's judgment. Co-operate with your brother-showmen in this department devoted to an exchange of opinions on current product.

WE THANK YOU.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____________________

Star ____________________ **Producer** ____________________

Business and Comment: ____________________

____

____________________ **Weather:** ____________________

Title ____________________

Star ____________________ **Producer** ____________________

Business and Comment: ____________________

____

____________________ **Weather:** ____________________

City ____________________ **Theatre** ____________________

State ____________________ **Exhibitor** ____________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Simple Stunt Draws Milwaukee Publicity

VIC POYNTER, manager of Warners' State Theatre in Milwaukee, took a simple means of obtaining a great deal of publicity for his house and "Smart Money" last week. Tieing up with a bottling concern he announced a special showing of the Edward G. Robinson picture for newsboys to be given on Sunday, the day on which the boys would be free to enjoy themselves. As a treat for each of the theatre's guests there would be a bottle of ice cold soda.

The local newspapers approved of the idea and played it up, devoting lavish space to the picture the newsboys were to see. The bottling concern placed huge signs on all its delivery trucks announcing the performance.

One of Poynter's little gags was the announcement that each boy anxious to see "Smart Money" would have to write his own pass. Arrangements were made to accommodate twelve hundred boys at the showing, but when the passes were counted they showed that nearly fifteen hundred found their way into the theatre.

Some of the passes were interesting and furnished good copy. There were boys who wrote their passes on fine note paper and there were others who wrote them on bits of wrapping paper or on the first scraps that came to hand. Not a few of them had the word "Thanks" on one corner of their admission tickets.

The boys enjoyed "Smart Money" immensely and the stunt turned out to be unusually successful in every way. When the affair was all over Poynter discovered that he had a better list of newsboys than did the circulation manager of any of the Milwaukee papers.

New Essay Gag

AS an idea for boosting "The Man in Possession" in Dallas, the Palace promoted an essay contest on the subject of Robert Montgomery. The winner was allowed to talk over long distance to Montgomery at his California home.

Novelties for Getting Interest

TWO extremely clever novelties have just been gotten out by the exploitation staff attached to Warners-FirstNational advertising and publicity departments. One of these is a card bearing in its center a star printed in a peculiar shade of red. The card reads: "Test your health. Follow these directions: Blow your breath on this red star, and watch for the result. If the star turns blue, see a doctor. If the stair remains red, see Barbara Stanwyck as 'Night Nurse'." People experimenting with these cards are going to have a lot of fun with the changing colors of the star.

A novelty, a trifle more complicated, but capable of arousing a lot of interest and amusement among little groups consists of a thermometer. The idea of the thermometer is that any one handling it can test his or her emotions when viewing Barbara Stanwyck in "Night Nurse". This love thermometer is to be so held that the palm of the hand encircles the small bulb filled with reddish liquid. The bodily heat forces the liquid through the tube so that it registers the holder as being helpless, hard-hearted, warm-hearted, in love, passionate or hopeless. On the reverse side of the card holding the thermometer is room for an announcement regarding "Night Nurse" and the name of the theatre at which it is to be shown, together with the date.

Another little novelty has to do with Joe E. Brown in "Broad Minded". It is a recipe known as "Dr. Brown's Laugh Mixture" and it is gotten up in true almanac fashion being illustrated with tiny cuts that add to the humor of the recipe.

Offers Prizes

M-G-M has announced a novel contest with three prizes totaling $100 for the best campaigns on "Politics" submitted to the home office advertising department before Sept. 15.

BUILDING A CHILDREN'S MATINEE

In an effort to build up child patronage Warner Bros. Theatres in Chicago have entered into a tie-up with the producers of the KAYO chocolate drink whereby the confection is served free of charge to all attending what is known as "junior matinees."

The following statement has been issued by Chas. H. Ryan, district manager for Warner Theatres of Chicago, with reference to the opening of the campaign at the Buckingham Theatre, 3319 N. Clark street:

An important patron to be cultivated is the child. He is the fan of today whose decision of tomorrow places the talking picture industry fifth or first on the list of all industries in the world.

In regard to him, however, most exhibitors miss the biggest hit they have, and I think that it is simply because they do not appreciate the ticket selling value of advertising, and especially of word-of-mouth advertising.

Establish a "Junior Matinee" on Saturday afternoons. Every time you run a "Junior Matinee" you are turning out hundreds of kiddies who are ardent advertisers, just so many ticket sellers for your theatre for all performances during the coming week.

"A little child shall lead them" has been proved often and often.

Herewith is an idea for a Junior Matinee:

July and August being hot months, it is an ideal time to serve the kiddies a good cold iced drink of some sort at the Junior Matinee.

Tie-ups involving the free distribution of these drings are not new but the Buckingham Theatre, Chicago, not only furnished the kiddies with a free drink but they had an outdoor ballyhoo and stage entertainment in for good measure which considerably enhanced the selling value of the program.

Iced drink tie-ups are calculated to boost kiddie patronage. The Chocolate Products Co. of Chicago provided every child and adult attending the matinee Saturday with a free drink of iced "Kayo Chocolate Drink." The beverage company furnished the theatre with two dispensing units and two uniformed attendants to hand the drinks to the children as they entered the lobby.

At the "Kayo" matinee a boy ten years old who had had previous stage experience with Paul Ash did a 7 minute act consisting of songs and monologue that delighted the children. This boy was dressed like the cartoon character "Kayo Mullins" who appears every week in the Sunday comic page of a large Chicago newspaper.

Two days previous to the matinee "Little Kayo Mullins" toured the neighborhood of the Buckingham Theatre in a little baby Austin motor car and wherever he would find children at play such as vacant lots, playgrounds, parks, beaches, etc., he would get out of the car and approach them with a friendly greeting and hand them a 9x12 handbill announcing the program and the "Kayo Mullins" matinee.

One thousand two hundred children attended the "Kayo" matinee which was an increase of 700 over the average summer attendance of children. Every kiddie was told that if he would bring in four corks from Kayo bottles, he would be furnished with a Kayo club button and receive a membership card entitling him to special privileges and gifts which would follow up at meetings every four weeks at the theatre.

Little Kayo appears on the stage every four weeks in a new act. Reason for the four week period is that there are as many as 12 theatres in which "Kayo" appears and he cannot make them all on one Saturday matinee.

This same idea could be worked up with almost any beverage company.

Campaign Cards

THEATRES are plugging "Politics" (M-G-M) with window cards and posters printed along political campaign lines. The cards display a picture of Marie Dressler with the caption, "Vote For Hattie Burns for Mayor." The theatre is given as the voting place.

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

New Safety Device on Theatre Market

A new automatic fire prevention device known as the White Safety Control, Model Sc101, designed to detect any irregularity of the motion picture film in passing throuh the projector or sound mechanism, has been developed by the White Engineering Corp. of New York.

The control is designed to operate by first cutting off the light through the medium of the fire shutter. The machine projection is stopped by the interruption of the electrical current before any possible damage can occur to either film or mechanism. The device, it is declared, will detect any mechanical irregularity, such as binding of gears, freezing of shafts in bearings or other similar accidents that might occur during the operation of sound projection apparatus.

GIFT NOVELTY

Gold Decorated Quartz Sets Offered by Firm

Pyroloid Sales Co., manufacturers and distributors of dresserware sets used for premium performances, will soon put into production at their factory in Athol, Mass., another new novelty article for building theatre patronage. The gold decorated quartz sets recently introduced, the company announces, brought demand for further extension of the line to enable repeats of the gift night exploitation with other articles of feminine appeal at theatres which have established the stunt as an attraction.

Eight deals, with prices conforming with admission charged, no coupons and no split pieces, are now being offered by the company.

NEW UPHOLSTERY

Heywood-Wakefield Has New Product

A new upholstery, that is claimed to have withstood the most intensive and abusive tests known to science, has been adopted for use on all theatre chairs now being put out by the Heywood-Wakefield Co. of Boston.

The Fabrkoid will outwear all ordinary materials from four to six times, has a clean, dry feeling, sanitary surface, will not chip or crack, may be washed with soap and water and its acoustical properties are beyond approach, according to claims of the concern.

REDUCE HAZARD

Asbestos Screen Said to be Fire Proof

A new asbestos sound screen, manufactured by Keasbey & Mattison Company, of Ambler, Pa., seems to offer a solution to the much discussed problem of fireproof motion picture screens.

The Visibestone sound screen fabric is formed from threads of pure asbestos fibre. A special surfacing process is applied to increase the normal light reflection quality, resulting, the manufacturer claims, in a soft and even reflection of projected light, with unusual depth of vision, and elimination of distortion.

Being basically fireproof, the liability of fire and consequent panic in the theatre is greatly reduced, since there is nothing in the Visibestone screen to ignite or smoulder and give off poisonous fumes or noxious gases to alarm the audience.

The Visibestone sound screen is being distributed by National Theatre Supply Company and it has been approved by Electrical Research Products, Inc., for use with talking picture equipment.

LESS SERVICE

Masterphone Sets Require no Factory Men

The expense of having a factory service man continuously call on the theatre for inspection and servicing is being eliminated by the Masterphone Sound Corp. of Seattle, which has recently placed on the market a new alternating current operated sound apparatus requiring no batteries, battery charges or motor generator. E. M. Jensen manager of the Masterphone Corp., states that with all the new AC-operated sets in operation it has been proven that the service required has been less than 4 per cent of the previous service required on battery-operated equipment.

NEW GENERATOR

Replaces Storage Batteries in Theatres

A motor generator far replacing storage batteries in theatres, designed to supply low voltage current for the fields of loudspeakers and for exciter lamps of the sound equipment, has been developed and is being marketed by the Electric Specialty Co. of Stamford, Conn.

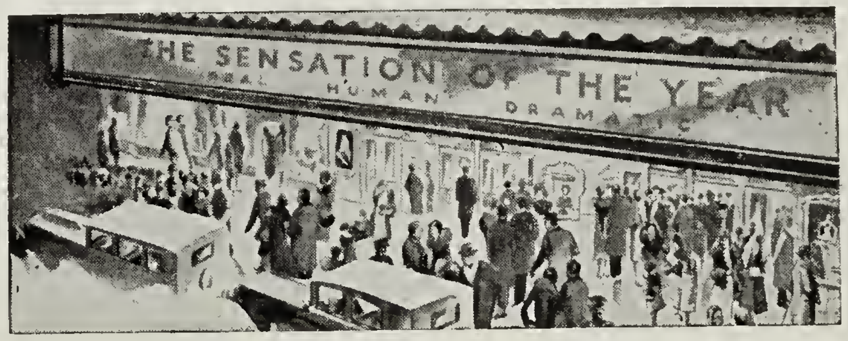
A filter system of the simplified type is used when power is supplied to the exciter lamps, it is declared, but filterers are not used with the horn fields. The machines may be connected in place of storage batteries and are furnished complete with filters when required.

Good Advice

Many theatre operators have found that by cleaning or resurfacing their screen it has brought it back to newness and made for better projection. Some of the screens now being used throughout the country contain in their makeup certain pigments and other materials known only to the manufacturer who produces them, and who logically is the only one able to decide what materials should be used for cleaning or resurfacing the particular type of screen he manufactures. If your screen is in need of cleaning, don't attempt to do it yourself. Without the advice of the manufacturer or the renovating house which makes a specialty of screen cleaning, you may totally run it.—From The Film Daily.

Aluminum Letters

Cast aluminum sign letters of light weight that can be dropped from any height without breaking, yet give distinct visibility and are easily read from every angle, are being offered by the Friedly-Voshardt Co. of Chicago.



RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.

Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres
General Offices: Grand Rapids, Michigan.
Branches in all Principal Cities.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ________
Star ________
Producer ________
Comments ________

Title ________
Star ________
Producer ________
Comments ________

Title ________
Star ________
Producer ________
Comments ________

Exhibitor's Name ________
House Name ________
Town ________
State ________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

CHAIR COVERS, seat covers, tailored to measure; 70 odd patterns to select from, including whites, colors, stripes. Price range from 17 to 45 cents. Send paper shape of chair back for sample cover free. Florence Bedding Co., Florence, S. C. 8-11

900 VENEER theatre chairs, $1.00 per chair, good condition; available after August 10. College Theatre Corp., Columbia, Mo. 8-11

300 VENEER SEATS reasonably priced. A. K. Company, 11 Winchester St., Boston, Mass. 8-11

500 VENEERED Theatre seats; complete stage rigging and scenery; two Powers machines. Standart, 13843 Woodward Avenue, Detroit, Mich. Longfellow 0468. 8-11

PHOTOTONE sound on film heads for Powers machines; unusual buy; $175 takes pair complete. New type Racon speakers, giant units, $79.50 each, including Exciter. Ten tube rack and panel amplifiers, good condition, cost $250, a bargain, $95. Wright-DeCoster speakers like new, $25; Wright-DeCoster horns $15. Synchronous turntables $29.50 each. New Vitadisc turntables, $35 each. Powers 6B with 6A stands; perfect condition, $97.50 each. Powers 6B with 6B stands, A-1 condition, $185. Good theatre chairs, $1.00 each. Public Address Service Company, 2024½ Commerce St., Dallas, Texas. 8-11

THEATRES FOR SALE

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. 4-18

FULLY EQUIPPED sound theatre, dance hall and fountain; no competition. M. C. Towne, Winnett, Mont. 8-11

THEATRICAL PRINTING

1,000 4x9 Theatre Dodgers, $1.25; 500 5½x8½ Bond Letterheads, $1.25, prepaid. King Shopress, Warren, Ill. 8-11

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

POSITIONS WANTED

SOUND PROJECTIONIST — Highly experienced; go anywhere. B. F. White, 918 West 12th St., Dallas, Texas 8-11

HELP WANTED

REPRESENTATIVES WANTED—Every territory on the largest premium proposition ever offered to theatres. This proposition will be taken by every exhibitor. No investment on your part. Straight commission and exclusive territory offered. This has never been advertised before. All answers kept confidential. Give past selling experience, if any, and former connections. Capable men will make more money than anything offered in this line of business. Write L. J. Allison, c/o Weekly Film Review, 154 Walton St., Atlanta, Ga. 8-11

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POPCORN

BRAZILIAN SUNBURST POPCORN, yellow variety similar to South American; with no husks, hard centers. As much volume and a better flavor; 50 lb. bag, $3.75; 100 lb. bag, $7.50. Popping condition guaranteed. Send for sample. Douglas Co., Box D7631, Kansas City, Mo. 8-18

MISCELLANEOUS

RENEW YOUR CARPETS—We clean them on the floor. Start Saturday midnight; carpets cleaned and dry for Monday. Price 3c square foot. Roberts Products Co., 1010 Forbes St., Pittsburgh, Pa. 8-11

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

Rates Upon Request

ASSOCIATED PUBLICATIONS, Inc.
KANSAS CITY, MO.

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National screen service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

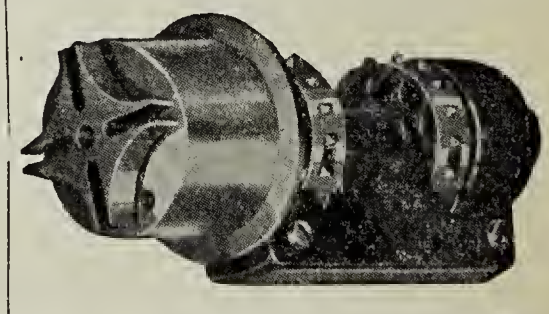
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Politics

M-G-M—73 Minutes

Cast: Marie Dressler, Polly Moran, Roscoe Ates, Karen Morely, William Bakewell, John Miljan, Joan Marsh, Tom McGuire, Kane Richmond, Mary Alden. Directed by Charles F. Riesner.

Here is a feature you can bill as being a good comedy and not disappoint your fans. The comedy is sensibly balanced with the dramatic moments and all-in-all it should please the most critical.

Of course, Marie Dressler is the big drawing card, but Roscoe Ates pulls the laughs in every scene in which he appears. In fact, Ates at times almost steals the show. Polly Moran is up to standard and the supporting cast was well selected.

The story concerns a town where politics are undermining law enforcement. When the mayor refuses to close up a dive, known as the Little Club, where a young girl is accidentally shot, the women of the town put Marie Dressler up for mayor. At the same time her daughter, who has been in love with a Little Club frequenter, hides the boy in the attic following a shooting scrape. When it is known that the character has been in hiding in Marie's house, her chances for election are dark, but everything turns out well and she wins the election.

An amusing sequence of the story is that in which the women of the town go on strike to force their husbands to vote for Marie. The men are obliged to take up the domestic duties of their wives. "Politics" is good entertainment.—Steen.

SELLING SEATS: The stars are good drawing cards in themselves. Use billing of a political nature, asking your public to vote for Marie Dressler for mayor. With Roscoe Ates increasing his popularity, call attention to the fact that the stuttering artist has a prominent role in the picture.

The Magnificent Lie

Paramount—79 Minutes

Cast: Ruth Chatterton, Ralph Bellamy, Stuart Erwin, Francoise Rosay, Sam Hardy, Charles Boyer, Tyler Brooks, Tyrrell Davis, Jean Del Val. Directed by Berthold Viertel.

Miss Chatterton does not seem to fit into the part assigned her in this picture, although occasionally she arises above the story and gives new life to what otherwise would be a very mediocre film. Story starts in a hospital during the late war with a wounded soldier (Ralph Bellamy) falling in love with a French actress (Francoise Rosay). Some years later while at his lumber camp, he hears she is to appear in New Orleans and goes to see her. An attack of blindness comes over him and his pal (Stuart Erwin) gets a cabaret singer (Ruth Chatterton) to impersonate the great actress and visit him. He afterwards attends the cabaret and falls in love with the singer. She also falls for him and tells him how she has fooled him by impersonating the actress. In a fit of rage she drives him home and in a wreck of the auto his sight is miraculously restored with the usual happy ending.

There is nothing outstanding in the story, but the comedy relief furnished by Stuart Erwin helps out the entertainment value. Direction a bit weak in spots.—Southwell.

SELLING SEATS: Nothing much to help put this over except the star. Title lends itself well for various tie-ups with merchandise. Get high school pupils to write essays on "Are White Lies Ethical?"

Mother and Son

Monogram—68 Minutes

Cast: Clara Kimball Young, Bruce Warren, John Elliot, Mildred Golden, G. T. Wood, Ernest Hilliard. Directed by J. P. McCarty.

A story of Reno and the gaming table from the days of legalized gambling to the official closing and the reopening under the present conditions.

Clara Kimball Young, known to the gambling fraternity as Faro Lil, quits dealing with the coming of the law and uses her winnings to educate her only son. The stock market crash leaves her practically broke while her grown son is in love with the daughter of a stock pool manipulator responsible for her financial condition.

With gambling again legalized, she returns to the gambling hall in order to supply her son with the necessary cash. The manipulator of the pool, suspicious of her real identity, gives her the cold shoulder and succeeds in turning her own son against her. Caught in a stock market crash and forced to raise immediate funds, he takes a chance with his remaining capital at the gambling hall where he comes face to face with Faro Lil and loses his all. Realizing that she has evened the debt but lost the love of her son she decides to quit the game. The son returns to his mother, however, and all is well.

Clara Kimball Young gives a fine performance, the suspense element is well sustained, and it should prove popular entertainment—Warren Stokes.

SELLING SEATS: Bill it as the return to the screen of the ever popular Clara Kimball Young. Sponsor a "Mother and Son" night. Reno is a popular topic now, so use it in the billing.

Honeymoon Lane

Paramount—70 Minutes

Cast: Eddie Dowling, June Collyer, Raymond Hatton, Ray Dooley, Noah Beery, Mary Carr, Armand Kaliz, Adolph Milar, Gene Lewis, Lloyd Whitlock, George Kotsonaros, Corliss Palmer, Ethel Wales. Directed by William J. Craft.

For real entertainment here is a Dowling picture that is another success such as "Rainbow Man" was and is sure to click with any audience that likes its pictures brimful of varied entertainment from the sentimental to almost hysterical comedy situations. Eddie Dowling, as usual, radiates with his likeable personality and winsome smile.

To sum up the story tersely, Eddie, who is a card dealer for Noah Beery, owner of a gambling resort, is fired because he would not cheat in a card game and, anyway, Beery wanted to break up Eddie's romance with his pretty niece, June Collyer. Eddie goes to the Hope Springs hotel nearby, run by the motherly Mary Carr and becomes her manager. Eddie immediately goes to work to make the place attractive and advertises Mary Carr's delicious cherry pies. It isn't long before the King of Bulgravia arrives incognito. As soon as the guests at Beery's hotel hear about this they flock to Hope Springs and at last the place is on a paying basis with everybody happy but Beery.

The picture does not have the musical numbers that "Rainbow Man" had. It is only at the beginning and ending of the picture that Eddie sings the theme song, "Honeymoon Lane," which is such a catchy tune persons will be humming it for weeks. Ray Dooley, who in private life is Eddie's wife, helps furnish most of the laughs with her riotously funny antics. Known to the theatrical world as "the pint-sized vivacious and versatile comedienne" she is a scream in her role as the hotel flibbertigibbet. Raymond Hatton and George Kotsonaros play the parts of two side-splitting gangster dishwashers. The picture is crammed full of laughs and exploitation possibilities.—Jesse.

SELLING SEATS: Sell Eddie Dowling's winsome personality; sell the other names and above all play up the comedy. Advertise the street where your theatre is located as "Honeymoon Lane," using appropriate decorations. A special "Lovers" matinee should be profitable.

SHORT SUBJECTS

Be Big

M-G-M—23 Minutes

Hal Roach scores again! Even before the action starts the audience is in an uproar. Laurel and Hardy send their wives on ahead to Atlantic City and then the fun begins. The two comedians start dressing for a stag, to be thrown at a hunting club. Naturally, they must dress the part. Hardy tries to get a boot on his right foot; he finally succeeds only to find that he has Laurel's boots instead of his own. He then has one "h—l" of a time getting out of it.—Sam Brown.

No More Hooky

Paramount—10 Minutes

This short is one reel of mirth and Jazz in an ultra-modern school room. All the kids and the teacher do everything but their school work. They sing, dance and talk in sophisticated style, and the more peppy and jazzy they are the better the teacher likes them. Then enters Percy and he orates before the class why he doesn't go to class any more. The other kids laugh at him for being so old-fashioned and finally Percy gets into the sway of the rhythm and joins the others in their songs and dances of revelry. The Haig Trio is featured and they sure know how to do their stuff.—Jesse.

THE LAST WORD

THE FILM GROUP
ASSOCIATED PUBLICATIONS
BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

HOLLYWOOD OFFICE:
1044 N. Martel Ave.
Phone: Hempstead 5982
Joe Blair, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

THE FIFTH ANNIVERSARY OF VITAPHONE

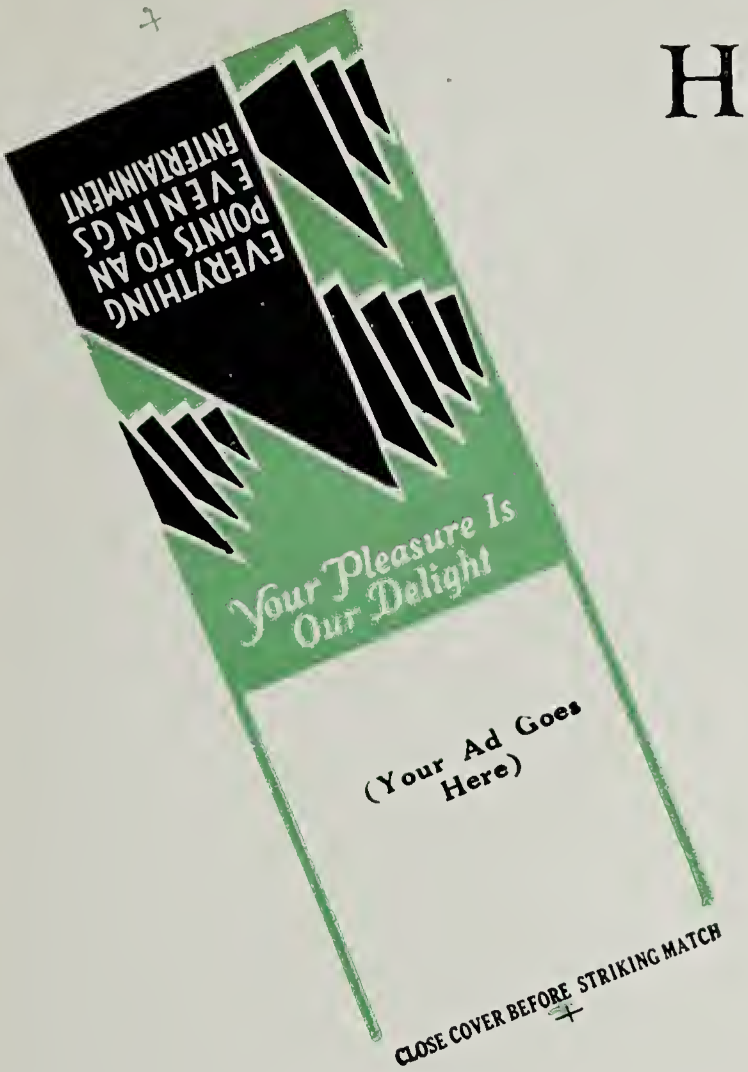
THIS past week, August 6 to be exact, marked the fifth anniversary of Vitaphone. On that memorable day five years ago the Warner Brothers introduced the first sound feature, "Don Juan," in the Warner Theatre in New York. That showing marked the beginning of a new era in the world of motion pictures. It was proclaimed throughout the universe.

There were many doubting Thomases, however, who declared that sound and talking pictures were but a passing novelty and predicted their early demise. The courage of the Warner Brothers did not diminish, however. They continued in their pioneering efforts. It is history how these four brothers gambled everything they had on their confidence in that something which all other producers had failed to see. That confidence plus hard work is the thing that made possible the perfected talking picture of the present day. The by-word of the industry soon became "sound is here to stay" and it resounded throughout the world. The progress made in the development of the talking screen since that first showing five years ago is nothing short of remarkable. It has been an astounding progress.

The industry will always remember the beginning of talking pictures as "the revolution of the industry." It was that, all right, but it was a change for the better; a change that has brought with it many benefits. It will go down in history that the Warner Brothers—Harry, Albert, Jack and the late Sam—gave to the world the remarkable development that brought to the peoples in the far-scattered corners, in the hamlets and the villages, the vision and voice of the great opera singers, the great musicians, the favorites of both stage and screen, kings and queens and princes and the natural "voice" of the far-away places that otherwise they could never enjoy.

The motion picture industry—the world, in fact—owes a tremendous debt of gratitude to the enterprising and courageous Warner Brothers.

Ben Shlyen


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

Here is Genuine Good Will and Business Producing Publicity

"an added service that both men and women will appreciate"

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ____________________________________

Theatre __________________________________

Town _______________ State _____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

CONFESSIONS OF A SHOWMAN!

●

"Now that I've signed this 1931-2 PARAMOUNT contract, Mr. Salesman, I confess I'm happier about it than any business deal I ever made.

"I knew from the start I had to have PARAMOUNT this year. It takes real quality on the screen to make real money at the box office today. PARAMOUNT has a 20-year quality record behind its trade mark that no other company can touch.

"Then take stars. The big drawing cards always belong to PARAMOUNT. Favorites like Lloyd, Bancroft, Chevalier, Dietrich, Chatterton, Marx Brothers, Carroll, Cooper, Brook, Lukas, Arlen, Bankhead, Colbert, Holmes, March, Lombard, Sidney, Shannon and the others, presented as only PARAMOUNT can, mean real money to me.

"When I read PARAMOUNT'S new season announcement, I said, 'There's the cream of the 1931-2 crop.

"But I waited for actual pre-release performance at the box office. I investigated reports of SMILING LIEUTENANT playing three months of S. R. O. on Broadway in New York's hottest summer and then doing sensationally in Chicago and the Carthay Circle, Los Angeles. It's true.

"I saw AN AMERICAN TRAGEDY last week. All the fine things the trade reviewers have said about it are too modest. It's a clean-up.

"I caught MURDER BY THE CLOCK at the New York Paramount. How that big audience went for it!

"I got confidential wires from Hollywood telling me HUCKLBERRY FINN will out-gross TOM SAWYER, SILENCE is the best melodrama in years and DAUGHTER OF THE DRAGON is a honey. With a special rave about the MARX BROTHERS in MONKEY BUSINESS.

"Now, Mr. Salesman, you understand why I'm smiling. You had about as much chance of getting out of that door WITHOUT my name on that PARAMOUNT contract as the proverbial snow-ball."

Paramount's 20th Birthday JUBILEE

AUGUST 18, 1931
VOLUME VII NUMBER 13

MOVIE AGE

ALLIED WINS FIRST ROUND IN CONTRACT CASE

FIGHT TO A FINISH ON PROTECTION IN OMAHA TERRITORY

DENY GOVERNMENT IS INVESTIGATING EXCHANGES

NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
WISCONSIN
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE

Read Alicoate's opinion of
the MIRACLE WOMAN
with BARBARA STANWYCK

THE NEWSPAPER OF FILMDOM
THE Film DAILY
ALL THE NEWS ALL THE TIME

"The Miracle Woman"

We sat in a projection room yesterday, with the thermometer playing didos and trying to break records, and thoroughly enjoyed every minute of an unusual and splendid picture. It is "The Miracle Woman," presented by Columbia. Here is one that can safely be labeled as an answer to the call of the exhibitor and public alike for not only box-office but altogether better screen fare. It has an unusual story that holds from start to fade-out. It has suspense, punch, sex and thrills a-plenty. It has an excellent characterization in the performance of the up-and-coming Barbara Stanwyck. It has the understanding and capable direction of Frank Capra, and it is as clean as a hound's tooth. When you get a combination like that together you have something worth while, and "The Miracle Woman" is that if nothing else.

—ALICOATE

and everybody agrees —

COLUMBIA PICTURES

ANOTHER SMASH HIT FROM DEPENDABLE COLUMBIA

MOVIE AGE

M. E. CUFFEL, Editor and Mgr. | 945 Andrus Bldg. Phone—MA. 6957 | MINNEAPOLIS, MINN.

Allied Wins First Round

In Fight to Relieve Exhibitors From Obligations From Contracts Made in Past.

Northwest Allied States has won the first round of its fight to relieve a large number of Northwest independent exhibitors from film obligations contracted for during the past several years.

In district court in Minneapolis, Judge Clyde R. White, overruled a demurrer of Metro-Goldwyn-Mayer in its break-of-contract action against George Carisch, owner of the Mohawk Theatre, St. Paul. Judge White ruled that the defense set up by Carisch was a defense at law.

The Carisch defense, attacked by Metro-Goldwyn, claims that the exhibitor's contract for the purchase of films, which the exchange has sought to enforce, is illegal because it violates the anti-trust laws and unenfoceable because of lack of mutual obligation on the part of those who entered into it.

S. P. Halpern, counsel for the Northwest Allied States, is representing Carisch. The action partakes of the nature of a test case with the outcome being eagerly awaited by many exhibitors who do not wish to pay for pictures which they contracted for, but later decided they didn't want and failed to take or play. A final victory for Carisch undoubtedly would necessitate a radical change in the form of film contract.

Three courses now remain open for Metro-Goldwyn. It may appeal from Judge White's ruling on its demurrer, drop the suit against Carisch or accept the decision and proceed to have the case tried on its merits, putting it up to Halpern to prove the validity of his allegation regarding the illegality of the contract and its unenforceability. It is a certainty that either an appeal will be taken or

(Continued on page 8)

Will Fight to a Finish on Protection

Youngclaus of Norfolk, Neb., Brings Suit to Determine the Validity of Zoning.

Omaha, Neb. — Allied Theatre Owners of Nebraska has launched a fight to the finish against protection in the Omaha territory.

Determined to have a showdown in the matter and confident that they can knock out zoning in the courts, the organization, through one of its members, W. N. Youngclaus, Norfolk, Neb., an exhibitor, has brought suit, under the Sherman Anti-Trust law and Clayton amendment, to determine the validity of protection.

Paul F. Good, attorney, representing Youngclaus, declares that victory for his client will sound the death knell for zoning.

Defendents in the action are the Omaha Film Board and practically all the leading Omaha exchanges and theatre chain organizations. The avowed purpose of the suit is "to break up what is alleged to be a conspiracy on the part of the ex-

(Continued on page 8)

Berger Lays Off

Buying New Product; Trade Publication to "Defense" of Leader After Revelation.

Bennie Berger, president of Northwest Allied States, sponsor of a campaign designed to have independent exhibitors in the territory desist from buying any of the new season product until after the Allied convention in Minneapolis, has not been buying any more new product himself lately, as far as can be learned, since the MOVIE AGE revelation that he had contracted for the Paramount 1931-32 product for his Bemidji, Minn., house.

This probably, however, is not due to the fact that beans have been spilled on him and he has been labeled a "strike breaker of his own buying strike," but because he's protected as far as

(Continued on page 9)

BETTER GROSSES

Good Pictures Drawing Good Patronage

A number of remarkable grosses have been chalked up by Minneapolis loop theatres during the hottest summer ever and in spite of the general business depression, demonstrating that outstanding product can stand up and will attract profitable patronage under even the most unfavorable circumstances.

At the Minnesota Theatre, Minneapolis, week before last, during a blistering heat wave, "Politics" broke the house record for a single week, excepting those occasions when special big-name stage attractions, like Paul Whiteman and Will Rogers in person, were added program features. The picture played to nearly $35,000, netting a profit of about $13,000 for the theatre.

The same week "Dirigible," at the RKO Orpheum, grossed nearly $18,000, one of the biggest weeks the house ever has had during the summer season and not a long distance away from some of its very top figures. These receipts meant a profit of about $6,000 for the theatre.

Other large grosses during recent weeks include: "A Free Soul," Minnesota, $32,000; "The Smiling Lieutenant," Minnesota, $30,000; "The Miracle Woman," RKO Orpheum, $15,000; "Night Nurse," State, $11,000 (one of the biggest weeks in many months); "Daddy Long Legs," Minnesota, $31,000, and "Smart Money," State, $9,000.

"Don't Rock the Boat"

By M. E. CUFFEL, Editor

MOVIE AGE believes that the best interests of the movie industry is promoted by endeavoring to foster a spirit of co-operation and friendliness between exhibitors and distributors. It looks askance at what apparently are efforts on the part of others to create discord within the industry by sowing the seeds of suspicion and hatred through the publication of stories made out of whole cloth and serving the obvious purpose of pulling exhibitors and distributors further apart intsead of bringing them closer together. Its own aim is to do everything within its power in the interest of closer harmony between distributor and exhibitor. It tries to serve both exhibitor and distributor

(Continued on page 8)

"Lieutenant" and "Nurse" Are High For the Week

Minneapolis — (week ending Aug. 14) — "The Smiling Lieutenant" at the Minnesota, and "Night Nurse" at the State, were the big drawing cards of the past week. Both did splendidly and gave the utmost of satisfaction, winning the praise of critics and patrons. "A Woman of Experience" at the RKO Orpheum failed to score heavily and business was below normal. "Broad Minded" at the Lyric was well liked and pulled better than average trade.

Aster — **Quick Millions** (Fox), Spencer Tracy. **Business:** Fair. **Summary:** Plenty of action in this romance of a truck driver and a wealthy contractor's daughter. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, comedy, screen vaudeville.

Lyric — **Broad Minded** (First National), Joe E. Brown. **Business:** Good. **Summary:** Many laughs in this story of a pair of young lotahrios and their escapades with the fair sex. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy, sound news, screen vaudeville.

Minnesota—**The Smiling Lieutenant** (Paramount), Maurice Chevalier. **Business:** Big. **Summary:** Sophisticated and naughty but highly diverting comedy about a handsome officer forced to marry a princess while still in love with his attractive mistress and about the wife's efforts to win him over. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage show, sound news.

RKO Orpheum — **A Woman of Experience** (Pathe), Helen Twelvetrees. **Business:** Light. **Summary:** The attractive Miss Twelvetrees wasted on the hackneyed story of the regeneration of a woman of the streets through love. **Entertainment Merits:** 70 per cent. **Short Subjects:** Vaudeville, sound news.

State — **Night Nurse** (Warner Bros.), Barbara Stanwyck and Clark Gables. **Business:** Good. **Summary:** A thrilling melodrama narrating the experiences of a young nurse with a desperate criminal on her first case. **Entertainment Merits:** 85 per cent. **Short Subjects:** Newscasting, Bobby Jones' serial, Mickey Mouse cartoon, comedy.

MILWAUKEE

Alhambra — **Up For Murder** (Universal), Lew Ayres and Genevieve Tobin. **Business:** Fair. **Summary:** This story concerns a young reporter who falls in love with the society editor only to discover that she is the mistress of the publisher. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel, Comedy.

Garden—**Ladies in Love** (Chesterfield), Alice Day and Johnnie Walker. **Business:** Fair. **Summary:** A conventional triangle picture with a radio studio as setting. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy, Newsreel.

Garden—**The Birth of a Nation** (S. R.), Henry B. Walthall, Lillian Gish and Wallace Reid. **Business:** Fair. **Summary:** A sound revival of the film produced by D. W. Griffith in 1914. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy, Newsreel.

Riversde—**The Public Defender** (Radio), Richard Dix and Shirley Grey. **Business:** Good. **Summary:** An action photoplay that combines adventure with romance. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville.

Strand—**Politics** (M-G-M), Marie Dressler and Polly Moran. **Business:** Good. **Summary:** A picture with snappy dialog, funny situations and which puts Marie Dressler into the star class. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox Movietone News, Comedy.

Warner—**The Lady Who Dared** (First National), Billie Dove and Sidney Blackmer. **Business:** Good. **Summary:** A melodrama of intrigue in a South American capital. **Entertainment Merits:** 85 per cent. **Short Subjects:** Joe E. Brown in person; Paramount Newsreel; Cartoon.

Wisconsin—**The Man in Possession** (M-G-M), Robert Montgomery and Irene Purcell. **Business:** Good. **Summary:** An extremely light but naughty farce very well played by Mr. Montgomery and Miss Purcell. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fanchon & Marco Idea.

OMAHA

Orpheum — **The Common Law** (RKO-Pathe), Constance Bennett. **Business:** Very good. **Summary:** Constance Bennett has the role of an unconventional girl in the studios of Paris. The story is the romance of an artist and his model. Supporting Miss Bennett are Joel McCrea, Lew Cody, Marion Schilling. **Entertainment Merits:** 75 per cent. **Short Subjects:** Newsreel, Sportlight, Vaudeville.

Paramount — **The Magnificent Lie** (Paramount), Ruth Chatterton. **Business:** Very good. **Summary:** Miss Chatterton is seen as a New Orleans cafe singer, a charming person who deals lightly with life and men. A laughing wager that she can impersonate a famous French actress, at that moment the "Toast of New Orleans," leads her to impose upon Ralph Bellamy a sincere young lumberman. Bellamy, who has been captivated by the voice of the French actress, is easily deluded. He falls madly in love with her, and in spite of herself, she falls in love with him. **Entertainment Merits:** 70 per cent. **Short Subjects:** Comedy, Novelty, Newsreel, Special Songs.

State (first half) **Annabelle's Affairs** (Fox), Victor McLaglen, Jeanette McDonald. **Business:** Average. **Summary:** A good comedy, but rather highbrow. **Entertainment Merits:** 80 per cent. **Short Subjects:** Two-Reel Comedy, Novelty, Universal Newsreel.

State (second half) **The Lady Who Dared** (First National), Billie Dove. **Business:** Average. **Entertainment Merits:** 60 per cent. **Short Subjects:** Comedy, Novelty, Fox Newsreel.

World (first half) **Forbidden Adventure** (Para.), Mitzi Green, Jackie Searl and Bruce Line. **Business:** Very good. **Summary:** Based upon the story, "Let's Play King," by Sinclair Lewis, the picture is full of burlesque comedy. The absurd mothers of the juvenile movie stars are played in hokum fashion by Edna May Oliver and Louise Fazenda. Comedy squabbling between the two mothers is so exaggerated and overacted as to seem like travesty. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy, Newsreel, Novelty.

World (second half) **Murder by the Clock** (Para.), Lilyan Tashman and William Boyd. **Business:** Very good. **Summary:** This story, based on the mystery novel of the same name by Rufus King, tells of the unhappy marriage of a young man who is murdered twice in a single evening. The picture is full of spook atmosphere. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy, Newsreel, Novelty.

DEFEND TITLE

The Hillers After Another Championship Cup

Ernott Hiller, who won the championship cup last year at the Film Board's annual golf tournament at Detroit Lakes last year, is defending his title at the outing there this week.

Last year Hiller won out in one stroke. C. L. Hiller, medalist for the qualifying round, also won the runner-up cup, meeting Hiller in the finals, the Hillers, son and father, winning all three cups. C. L. Hiller also is playing again this year.

The main feature of the outing this year is a barbecue dinner at the Bridges farm near Detroit Lakes. Other features include yachting, boating, bridge, a sightseeing tour, a dance and the golf tournament.

Exhibitors from Minnesota, North and South Dakota and Wisconsin are attending the outing as Minneapolis exchange managers and salesmen's guests.

MOLINE FIRE

Plaza Audience Goes Out in Order

Davenport, Ia.—An audience of more than 100 people was routed by fire from the Plaza Theatre, Moline. The exit of the crowd, however, was orderly and no injuries were reported. The blaze broke out in the projection room and filled the theatre with smoke. Damage to the theatre is estimated at $2,000, fully covered by insurance. Roy C. Hill of Rock Island, the booth operator, fought the fire with two chemical tanks before the fire department's arrival. The building will be repaired immediately.

RKO-Pathe Deals

Cincinnati—Ned Depinet, RKO-Pathe general sales manager, advises that eleven theatres in Ohio have been closed for the entire 1931-32 Rooster program by Stanley Jacques, branch manager at Cincinnati and Salesman A. L. Sugarman. The situations are: Palace, Lancaster; Orpheum, Xenia; La Max, Wilmington; Empress, Columbus; Garden, Columbus; Grandview, Columbus; Hudson, Columbus; Alhambra, Columbus; Royal, Columbus; Ogden, Columbus; Salem, Dayton.

Complete A. C. Operated

UNIVERSAL

SOUND SYSTEM

NO BATTERIES — GENERATORS OR CHARGERS

Our Prices Include the Following Complete Equipment:

2 DELUXE SOUND HEADS
2 DEIHL MOTORS
1 A. C. PANEL WITH TUBES
1 AIR-COLUMN HORN COMPLETE
1 SOUND SCREEN

Installed and Wired **$1350** *F. O. B. Factory*

NOT LEASED—SOLD OUTRIGHT—ON TERMS

IOWA INSTALLATIONS

Empress Theatre
Indianola, Iowa

Rialto Theatre
Adel, Iowa

Princess Theatre
Keota, Iowa

Elite Theatre
Cambridge, Iowa

Crest Theatre
Creston, Iowa

Rivola Theatre
Elkader, Iowa

Parkside Theatre
Clinton, Iowa

Strand Theatre
Mystic, Iowa

Lyric Theatre
Coon Rapids, Iowa

Alamo Theatre
New London, Iowa

Memorial Hall Theatre
Deep River, Iowa

Ideal Theatre
Des Moines, Iowa

Princess Theatre
Mt. Ayr, Iowa

Star Theatre
Kanawha, Iowa

Crystal Theatre
Greene, Iowa

Opera House
Ringsted, Iowa

Strand Theatre
Woodward, Iowa

Iowa Theatre
Ogden, Iowa

Grand Theatre
Eldora, Iowa

Auditorium Theatre
Mt. Pleasant, Iowa

Star Theatre
Colfax, Iowa

Ritz Theatre
Des Moines, Iowa

Plaze Theatre
Manchester, Iowa

Princess Theatre
West Union, Iowa

Des Moines Theatre Supply Co.

1121 High St. Phone 3-6520 Des Moines, Ia.

A Return To Flat Rentals

Expected on 1931-32 Selling, According to Check-up; Checking Is Costly.

New York — A return to flat rentals as a preference over percentage playing arrangements is in sight, according to a check-up made by The Film Daily. With the exception of the big situations controlled by major circuits, practically all contracts are turning away from percentage bookings. The general business situation is given as the principal reason.

Straight rentals allow theatres more flexibility in their bills, it was pointed out. Among the reasons which have influenced distributors in favor of flat rentals in most instances is the cost of checking. One sales manager laments a deal in which his company netted 67 cents on one of last season's percentage runs.

Contracts Ignore 5-5-5 Agreements

According to Bulletin Sent Out by Allied States; Deviate From Standard Form.

Washington—In a bulletin sent out to members by Allied States Association, it is pointed out that the contracts of nine companies examined by Allied so far show only an 11.8 per cent acceptance and an 88.2 per cent rejection of the clauses favorable to exhibitors granted at the 5-5-5 conference

The bulletin further states: "Allied views with dismay and alarm the sales policies adopted by certain exhibitors this year and in particular deplores the form of contract being used by two companies.

"These companies, one of which participated by direct representation in the 5-5-5 conference, apparently have adopted a policy of deviation from, rather than conformity to, the standard form approved by the conference.

"While the contracts of these companies are especially severe and will be the subject of protest at forthcoming exhibitor conventions, it is regrettable that none of the other companies has seen fit to adopt the approved form in any substantial respect."

Call Protest Meeting

M. P. T. O. of Eastern Pennsylvania Aroused Over Policies and Contracts of M-G-M.

New York—Exhibitor units in all parts of the country have been invited to New York to protest against sales policies and contracts of M-G-M. The protest meeting is being sponsored by the M. P. T. O. of Eastern Pennsylvania and Southern Delaware. The date of the meeting has not been announced.

According to the announcement every exhibitor organization regardless of affiliation has been requested to attend the meeting. It is reported that at least 20 associations have announced their intentions of being at the protest sessions.

Will Rogers' Next

Hollywood — Preparations are under way at the Fox Films studios for Will Rogers' next starring picture. It will be titled "Dollar Bill." Ted Alexander will play a featured part.

Fox Drops Chain Plan In Theatre Operation

New York—The chain idea of theatre management is to be abandoned by the Fox Theatres Corporation. This revolutionary change in operation announced last week by Harry Arthur, general manager, at a meeting of division managers, will set a new standard in theatre operation and is expected to result in large economics.

The system is to be completely decentralized. Theatres will be grouped into districts approximately the equivalent of the territory served by film exchanges with a general manager in complete charge of each district.

"We are confident that great economies will result from the new system of management," said Mr. Arthur. "Under the new plan every theatre will be given the most intensive supervision. Complete responsibility will be placed on the general managers who in most instances will be within a few hours of every theatre in their territory. The result of this will be very largely to decentralize and to localize theatre groups. In many instances those local interests which once were represented on the board of directors and and who, to a large extent still are stockholders of the subsidiary exhibitor companies, will be invited to resume that contact.

"The new arrangement should also prove a stimulus to all producing companies. Under the system in general use heretofore, district managers and theatre managers were compelled to use whatever pictures were made by the controlling producer. Under decentralized management, studios will be stimulated to produce more pictures that will stand on their own merit."

HI-LITES
IN THE WEEK'S NEWS

Hollywood — Sex and sophisticated pictures are on the way out, according to B. P. Schulberg, who says Paramount is through with sex in favor of good-old-fashioned romance and heart tug. Fox and Radio have announced that they will discontinue sophisticated stories.

New York — Frank E. Tripp, who heads the Gannett Publications, operating 15 eastern newspapers, has instructed his editors to give no publicity to advertising newsreels. He has ordered his men to exercise their influence against such pictures.

New York — Replies to a questionnaire sent by the Hays organization to exhibitors in all parts of the country reveal that most of the theatres throw their waste film away or give to children. The Hays office recommends that this film, in quantity, be shipped back to the exchanges. Combustion is likely to occur if too much film is burned at one time, it is pointed out.

Hollywood—The Wampas baby stars of 1931 have been selected by the Western Associated Motion Picture Advertisers. The new "babies" are Joan Blondell, Constance Cummings, Frances Dade, Sidney Fox, Rochelle Hudson, Anita Louise, Joan Marsh, Karen Morely, Marion Shilling, Barbara Weeks, Judith Wood, Frances Dee and Marion Marsh.

New York—Monogram Pictures Corporation has completed its sales coverage of the United States and Canada with the opening of the Minneapolis branch.

Hollywood — Cutting features down to the length warranted by story and filling out the program with suitable shorts is advocated by Frank Woods of the Academy of M. P. Arts and Sciences, in his second paper on the subject of "Improvement of Screen Entertainment".

FRANCHISE PLAN

Meyer-Rieger Service Began August 15

New York—Meyer-Reiger Laboratories, which has inaugurated a new trailer service, will operate on a franchise plan instead of through its own branches. Franchise holders will be established in 28 film centers, so that exhibitors may secure their trailers from their echange points. Service began August 15.

The home office will maintain a staff to co-operate with the territorial distributors, according to Louis Meyer. The staff will include six men who will work under Walter J. Freudenberger, general sales manager. Contracts will be for five-year periods on a sliding scale.

TWO TEST CASES

Protection Legality to be Put to Trial

Washington — Allied plans two test cases in the near future for the purpose of testing the legality of the protection being imposed in favor of affiliated circuit houses and against independent theatres, it is announced by the association.

It is believed that these proceedings, if pressed to final determination, will tend to clarify the law on the general subject and serve as precedents in other cases.

The new trailers will consist of animated, moving stills with the appropriate use of color.

Cafeteria Style Theatre is Latest

AND now the cafeteria-style theatre has hit the Rialto. With the radio menacing the peace of mind of the entire family, and television threatening forever the nonchalance of the gentleman who blissfully hops from the shower to answer the telephone, this machine age promises even more devastating inventions.

The latest in Los Angeles is to be called the Studio Theatre, and will be located at Hollywood boulevard and Hudson avenue. Here one may guzzle a cup of coffee or munch a sandwich while watching the villain chase Goodie Twoshoes off a cliff and onto a horse's back, where the hero waits to carry her away. Of course, one runs the risk of choking to death during a comedy—but he can always hop to the lobby, drop a nickel in the slot, and procure a bottle of soda pop.

This newest project in the way of theatres is the brain-child of Harold B. Franklin and Howard Hughes. It is to seat only 300 persons and have a staff of but four attendants. The rest of the business will be carried on by machines.

The lobby, for example, will be a slug manufacturer's paradise. The architect has designed the walls so that they contain slot machines dispensing edibles of every variety. They are cleverly concealed, however, so as to become a part of the decorative scheme. Since the performance is to run but an hour and a quarter, the "working goils" of the vicinity will, in all probability, cut future noonday meals gazing into the eyes of their favorite leading man and, in so doing, forget to take the individual pie out of the pan—all of which will mean added profits to the management.

In addition to its other peculiarities, the Studio Theatre will have no tickets. To gain admission one simply approaches the window, pays the fee and then proceeds to a revolving door. The girl at the window pushes a button and the door turns once for every member of the party.

But surprises do not end with the revolving door and the slot machines! No, indeed. As one enters the lobby a voice call, from out of somewhere, such words of welcome as are appropriate. While such an idea hasn't, as yet, been incorporated in the plan, it might be an excellent thought to have the welcome coincide with the film. For instance, the nice, gentle roar of a lion could greet patrons to "Trader Horn."

In speaking of this new theatre, Harold B. Franklin announced that, contrary to all previous selections, the manager of the new house will be a woman.

If the Studio proves the success its originators are anticipating, the Hughes-Franklin combine expects to build a chain of the tiny houses over California. Second runs only will be shown—and if one should enter and discover he had seen the picture previously—well, there will always be the automat lunch.
—Mary Maver in the Los Angeles Times.

PROJECTION ROOMS

Portable and Permanent Are Offered

Blue Seal Products Co. of Brooklyn, manufacturers of motion picture accessories, is marketing portable and permanent projection rooms.

The booths, which are obtainable in standard sizes ranging from 4 feet by 6 feet by 7 feet, 1½ in. high to 9 feet by 14 feet by 7 feet, 1½ in. high, are made of ¼-inch thick transite with angle iron 1¼ inches by 1¼ inches by 3/16 inches. The panels are interchangeable and bolted together with stove bolts and the seams filled with transite cement. The floor sheets are of ⅜-inch thick asbestos.

Underwriters throughout the country, as well as the fire and building departments of all cities, have approved these booths, the company states.

CARPETS RENEWED

New Process Has Good Color Effect

A formula, specially prepared for use in renovating rugs and carpets to make them look like new, the process being sun-proof, color fast and capable of standing all stains, is offered by the Nu-Process Rug & Carpet Dyers of New York, Chicago and Los Angeles.

By this process it is declared the present color can be changed or it can be dyed in the original color, all in a period of eight hours without interruption of performance in theatres.

Takes Up Slack

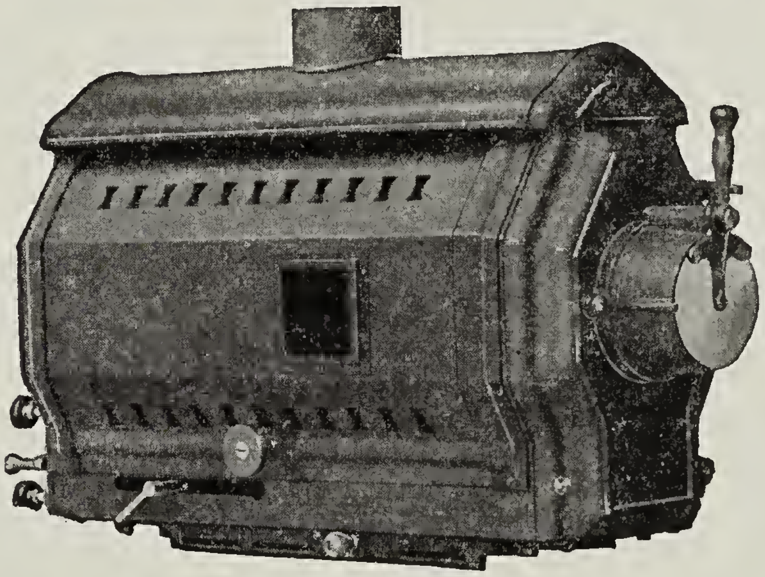
A device, said to be effective for taking up slack on the film and which will eliminate flutter and prevent sound distortion, is being offered by the Chicago Cinema Equipment Co. of Chicago. The device can be attached easily to the old style Western Electric sound head, it is claimed.

LEADERSHIP

is not an abstract term when applied to reflector lamps. Leadership today expresses how far a manufacturer has progressed or lagged behind in the construction and performance of his product. Enthusiastic Brenkert users from coast to coast, whose experience places them in position to know, are a true expression of Brenkert leadership.

Brenkert

LOW CURRENT REFLECTOR LAMPS



Distributed by Independent Theatre Supply Dealers.

Ask Any User

Write for Literature

A Brenkert PRODUCT

CORRECT DESIGN—PRECISION CONSTRUCTION

BRENKERT LIGHT PROJECTION CO.
Engineers & Manufacturers
ST. AUBIN AT EAST GRAND BLVD., DETROIT

Fight to Finish

(Continued from page 3)

changes and chain theatre organizations to monopolize the first-run showing of feature pictures."

"The particular practice of the motion picture industry against which this suit is directed," says Mr. Good, "is that of protection of theatres in the larger towns over those in the smaller towns in such a way that pictures cannot be displayed in the smaller towns until they first have been exhibitd in the cities and larger towns."

Mr. Youngclaus alleges that he owns and operates the Capitol Theatre in Madison, Neb., where he has been engaged in the exhibiting end of the business. He claims that the defendants have formed a national organization and combination in restraint of trade known as "The Motion Picture Producers and Distributors of America, Inc." It also is alleged that for the immediate territory in which Madison is located these same producing companies have formed an organization known as the Film Board of Trade, which has been made a defendant.

It is alleged that in July, 1930, the film companies combined with Publix, which is described as "a chain organization, formed for the purpose of squeezing out the independent theatre owner, into an association," which practically destroys the business of the Independent theatre owner in a smaller town near a large one". In July, 1930, it is claimed, the various companies formed an organization known as "Zoning and Protection".

According to the complaint's allegations, the agreement made at the time of the organization provided that "motion pictures could not be shown in theatres within a certain area around the larger towns until they first had been displayed in the protected theatres which were specially designated". It further is claimed that "these protected points are the ones controlled exclusively by the chain theatre organizations and that by having the first opportunity of showing the new, well-advertised pictures, they get all of the patronage of these pictures while they are new, leaving the smaller town theatre, which is located within the protected zone, with the opportunity of displaying the picture for the first time only after its patrons have seen it in the neighboring large town".

R. S. Ballentine, S. W. Fitch and others are named as having set themselves up as "a Zoning and Protection Committee for the purpose of enforcing tht Zoning Protection plan and they constitute a continuing organization diercted against the smaller town independent theatre". Most of the committee, the complaint states, are connected with the motion picture producers or the chain theatres.

Mr. Youngclaus also charges that the defendants have enforced protection in favor of Publix against him at Madison. He asserts they have entered into an agreement not to make any contracts permitting him to display pictures except on the basis that they first are displayed at Norfolk. He alleges, too, that at least one company even has violated its existing contract with him in order to give the Norfolk theatres protection.

"Don't Rock the Boat"

(Continued from page 3)

impartially. It stands forth as the organ of the entire trade.

Especially at such a critical and trying time as the present MOVIE AGE feels that it is particularly reprehensible to "rock the boat" and try to create antaganism between exhibitor and distributor. If there ever was a period when everybody in the industry must pull together it is now. MOVIE AGE respects the Minneapolis Film Board of Trade. It also respects Allied States. It believes there is a place for both and that the two can work in harmony to their mutual benefit and the benefit of the film industry generally.

As far as Allied States is concerned, improper conduct on the part of any of its officials should not be construed as a reflection on the organization itself. Perhaps it is not wrongdoing for an officer to advocate to the members that they buy no films and then go ahead himself and enter into contract for product. Be this as it may, there is no discredit for Allied States itself and we wish to declare emphatically that that body has our respect and confidence.

PRIZE WINNERS

Scharnberg Gets Trip to Europe

Madison, Wis. — John Scharnberg, RKO manager in Madison, was winner in the RKO managers' July honor award contest participated in by over 200 RKO theatres in the country. Mr. Scharnberg's victory was based on the profits shown at the RKO Capitol Theatre here during July.

His prize will consist of a month's vacation with pay and a free trip to Italy and a tour of Europe with expenses paid. Mr. and Mrs. Scharnberg will leave Madison, September 7, and will be honored at special events to be held in Chicago and New York.

Miss Binder Killed

Milwaukee, Wis. — Hilma Binder, 18, ticket taker at the Pearl Theatre here, was killed August 7, when the automobile in which she was riding with Mrs. Helen Washicheck and Harry Koceja, cashier and operator at the theatre respectively, left the highway and plunged into telegraph pole. Both Mrs. Washicheck and Mr. Koceja were severely injured, but are recovering.

TO REOPEN TWO

Seventh St. and President to Open in Sept.

The RKO Seventh Street Theatre, Minneapolis, and President, St. Paul, will reopen in September, it is positively announced by Morgan Ames, division manager, Minneapolis. The announcement was made upon Mr. Ames' return from the meeting of RKO division managers in New York. Mr. Ames also announced that the RKO Orpheum, Des Moines, which has been closed for the summer, will reopen with a straight picture policy, August 29. The house has played vaudeville and films for 20 years, but because of the big pictures available for RKO release in Des Moines the change in policy was decided upon. RKO is optimistic regarding the outlook for the new season on account of the strong screen product coming up and the popularity of vaudeville.

Allied Wins

(Continued from page 3)

that the case will be fought out on its merits.

There is only approximately $500 involved in the action, but victory by the exchange would lead to the institution of a large number of similar actions against Northwest independent exhibitors. These suits are being withheld for the present, pending the outcome of the Carisch action and two others now in the courts.

Metro-Goldwyn alleged and the defendant admits that a number of pictures which Carisch contracted to buy for the Mohawk Theatre were never accepted by the exhibitor who also has refused to pay for them.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES
$2.00
UP

Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM
IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING THE LAKE
WHERE IT'S ALWAYS COOL

Berger Lays Off

(Continued from page 3)

Bemidji is concerned, for the coming fall and winter.

The trade publication, which expresses itself as honored at being called Berger's "mouthpiece," has come forward with an "explanation" and "defense" of the apparently inconsistent conduct on Berger's part. Relative to the Paramount deal, it "explains" that Berger only purchased "a number of Paramount pictures for July and August for his resort town".

This explanation might stand water if it were not for the fact that Bemidji happens to be a year-around town and that Berger actually has contracted for the entire Paramount product.

MOVIE AGE offers Berger its columns to deny the aforementioned statement, if he cares to do so. In the trade publication "mouthpiece" he himself is not quoted to the effect that he only bought enough of Paramount product to take care of his July and August needs at Bemidji or that Bemidji is not as much of a winter as a summer town, as the trade publication intimates. The "explanation" and "defense" apparently have been rigged up by the trade publication in question which, apparently, stands behind them.

After publication of the "explanation" and "defense," many independent exhibitors began to investigate to learn if Paramount is discriminating against them. The avowed policy of the exchange is not to sell individual pictures or a group of its pictures, but to accept contracts only for the entire product. But here, apparently, was Berger purchasing a "number" of the Paramount pictures for "July and August".

Inquiry revealed, however, that Paramount has made and will make no exception for any exhibitors—not even the president of Northwest Allied unit. It will sell all or none of its product.

Relative to the Berger negotiations for the new Metro-Goldwyn product for his Bemidji house—negotiations which came acropper because the Allied president claimed he could not obtain fair and satisfactory release dates, the "mouthpiece" publication also has an "explanation" and "defense". It says:

"It is true that Berger did attempt to make a deal with M-G-M for Bemidji on the new product. However, he disclaims any intent to purchase the new season's product, but merely made an 'attempt' to purchase to ascertain if product would be available for independent towns, simultaneously with Publix situations. This he did, according to his statements, to check up on complaints of members of the organization.

"Berger claims he was advised by Workman (M-G-M exchange manager) that the new product would not be available for Bemidji until October 15, although released generally to Publix starting September 1. Workman, Berger claims, stated that Bemidji was an exceptional situation in that the town did not buy M-G-M product last year, or he (Berger) would have had product left over until October 15 or beyond that date."

The columns of MOVIE AGE, a neutral publication serving the motion picture industry in its entirety and dedicated to truth and fairness, are open to Mr. Berger, if he cares to present his own personal "explanation" or "defense". Efforts to reach him at the Allied or his own office have been unavailing and he has not submitted any "explanation" to this publication.

When Allied holds its convention here next month, Berger still will have plenty of explaining to do, for these members of the organization who have followed "orders" and refrained from buying new product and who are now left holding the bag and unprotected for the coming season, while their president, looking out for his own interests, is sitting pretty with the Paramount product all signed up. All that the obedient members have is the card sent out by Allied headquarters in Minneapolis, hung in a prominent position in their offices where they always can see it, stating the reasons why they will not buy.

The disobedient members, who have joined the Berger ranks of "strikebreakers," have gone ahead and contracted for the new season product and have nothing to worry about as far as pictures are concerned. They've looked out for their own interests. They've done the same as Berger—protected themselves instead of the organization. They've bought the pictures they will need at prices which they have considered right.

PAR. SCREENINGS

New Product Shown to N. W. Exhibitors

Because it "has the sort of product which it is proud to show to exhibitors in advance," the Minneapolis Paramount exchange had special screenings for exhibitors throughout the territory at the Loring Theatre, Minneapolis, last Wednesday and Thursday.

Pictures previewed for the exhibitors were "Silence," "Huckleberry Finn," "The American Tragedy" and "Secrets of a Secretary," along with a number of shorts. It also had been planned to show "Monkey Business," the new Marx Bros.' comedy scream, but the print did not arrive in time.

Deny Government is Probing Exchanges

A sensational story printed in a Minneapolis trade publication asserts that under cover agents of the U. S. Department of Justice are in Minneapolis, "secretly working to ascertain if there is any indication of collusion on the part of distributor representatives here in acts of restraint of trade or violation of the anti-trust laws".

Exchange managers declare the story is made out of whole cloth and brand it as a deliberate effort to discredit the Minneapolis Film Board and the exchanges.

The exchanges have been assured by the federal authorities that no under-cover agents are at work in Minneapolis, secretly or otherwise, trying to obtain evidence of violations of the anti-trust law by the Film Board or the exchanges. No complaints have been filed to warrant any such investigation, the federal authorities assert.

"It is hardly likely that department of justice agents would work secretly in a matter of this sort," W. H. Workman, president of the Film Board, points out. "They would come to the Board or to the exchanges and seize records and no doubt would visit and interview Board officials, exhibitors and exchange managers. That is how they would obtain their evidence.

"I think that I probably would be one of the first persons they would call upon. I can assure you that I have not been paid a visit by any federal agents. Minneapolis exchanges and the Film Board, however, have nothing to fear from any investigation and they would welcome it if there is any cause for complaint. But no complaints have been made, as far as I am able to ascertain, and I don't believe any cause for complaint exists regarding our conduct. We have scrupulously lived up to the law at all times and will continue to do so."

The publication responsible for the story states that "the agents were brought on by reports that Minneapolis exchange men had 'reached an agreement' on classification of houses that charged 10-cent 'matinee' prices after 6 p. m."

It was the same trade paper which previously had published a story insinuating that exchange managers at a Film Board meeting had discussed an agreement to hold out pictures for six months on all houses charging 10c after 6 p. m., putting them in the same classification as regular 10-cent theatres. This was supposed to be aimed at W. A. Steffes, general manager of Northwest Allied unit, who has a 10c admission in effect at his Minneapolis neighborhood theatre between 5:30 p. m. and 7:30 p. m. Incidentally, many other independent Minneapolis exhibitors are up in arms against Steffes because of this price-cutting and his refusal to abandon the bargain admission which prevents profitable operations of theatres in numerous instances.

Mr. Workman denies emphatically that the matter of an agreement aimed at Mr. Steffes of 10c houses has been discussed at any Film Board meeting. As a matter of fact, he points out, the Board has not met for several weeks.

FIRST CONVENTION

Finkelstein Heads Here Next Month

The Harold Finkelstein circuit of theatres will hold its first annual convention in St. Paul next month, Harold Finkelstein, president, announces. At that time house managers and assistant managers and officials will be entertained by the president and will get together to discuss their various problems and work out plans to boost their own business and that of their communities during the coming fall and winter. Great strides have been made by the new chain. It was organized only a few months ago, but already boasts 13 theatres in seven Iowa towns. It is said the circuit has gone through one of the hottest summers in history and the present acute depression period without loss. Mr. Finkelstein formerly was general manager for F. & R. and then assistant divisional director for Publix Northwest theatres.

The annual convention of managers was a feature which F. & R. regarded as of incalculable benefit in building up an organization spirit and in fostering new ideas and solving problems, Mr. Finkelstein points out. Since acquisition of the F. & R. chain by Publix it has been abandoned, however, as far as the larger Northwest chain is concerned.

Two Finkelstein theatres in Spencer, Ia., destroyed recently by fire, are being rebuilt.

La Crosse, Wis.—Articles of incorporation have been filed here by the Kayess Theatre Co. The concern has ben capitalized at $50,000. Signers of the articles are R. D. Stewart, L. A. Stewart and P. Moe.

WAKE UP, S

Let's all pull in the same direction.

The public has wandered away from the box office—or, shall we say it was driven away by poor pictures? Nevertheless the public must be brought back to its once favorite entertainment.

Something must be done.
Something CAN be done!

Let's lose no more time about it. Let's show the old flare that show business is noted for. Let's get out the cymbals, a band or two, a street parade—let's circus the public back to its enthusiasm for pictures. And let's keep them enthused and eager to continue their lines at the box office by early delivery of the good pictures that are on the new season's programs. The mob spirit still rules the most of America. It needs but to be led. Start the way with a clarion call; bring forth the best pictures for current showings; city mayors, governors and even the President will hop on the band wagon for a rousing call to a better day. And merchants and clubs and other organizations will join hands to make one grand welcome to the return of better pictures and better times.

Business needs a revival.
Show business can lead the procession!

Motion pictures kept spirits high during the war. They can similarly brighten up a depression-minded people. The public

ow Business!

has money to spend—but it hasn't been encouraged to spend it. Too many alibis. Too little effort.

A revival? Sure! Let's give 'em an old-fashioned revival—but without the hymn singing. Let's cheer their souls; let's stir their interest; let's arouse their desire; let's make 'em stampede to the box-offices!

Let's revive Greater Movie Season.

But let's do it BIG! Let's do it in a never-to-be-forgotten manner—with a "this means everything" spirit.

Team Work!

Let's co-ordinate our efforts. We can't win by scattered shots. Make it a nation-wide affair—shoot the works—start it off right and keep it going!

There are good men in the industry's home offices who know how. They don't need to be told what to do—they're only waiting for the signal. Give it to 'em, General Hays! They'll carry it through their district exploitation men to the exhibitors and through them to the public. They'll sweep away the cobwebs and put new pep into the cash register.

A revival? Sure! Cast aside the one-sheets and bring out the twenty-fours. Throw away the air rifles and bring on the Big Berthas. Rig up in full colors; fly high the motion picture flag.

Wake Up, Show Business—WAKE UP BUSINESS!

BEN SHLYEN, Publisher,
ASSOCIATED PUBLICATIONS, INC.

THIS WEEK *in* HOLLYWOOD

By JOE BLAIR
Studio Representative,
Associated Publications, Inc

CLARENCE BROWN, Metro-Goldwyn-Mayer's ace director, wins my nomination as one of the foremost megaphonists in the business.

In almost entirely re-making Joan Crawford's recent picture, "This Modern Age," Director Brown has again demonstrated his intelligence, story insight and directorial competency.

The story was on the shelf for a while, having been completed by another director. When Director Brown took hold of "This Modern Age" it was a hopeless mess. He had certain portions of the story and dialogue rewritten and then went to work. As a result of his ideas on story building, M-G-M has an excellent picture.

When the Academy of Motion Pictures Arts and Sciences start voting on the most valuable director, they should not overlook the name of Clarence Brown, whose record this year includes "A Free Soul," "Romance," "Inspiration" and "This Modern Age."

* * *

Charley Chase's latest comedy, "What a Bozo," has been completed. James Parrott, under whose direction many of the recent Chase comedies have been made, directed "What a Bozo," which is declared to be one of Charley's funniest comedies yet made.

* * *

Eddie Quillan's leading woman for his latest RKO-Pathe picture is to be the beautiful and charming Irish lass, Maureen O'Sullivan. Ralph Murphy is directing the picture, which as yet is untitled. Others in the cast include Belle Bennett and Roscoe Ates.

* * *

Director Irving Cummings and the Fox company of "The Cisco Kid" have returned to Hollywood from a location trip in Arizona. Warner Baxter, Edmund Lowe, James Bradbury, Jr., Nora Lane, Conchita Montenegro and others are in the cast of the picture which is being filmed as a sequel to "In Old Arizona." Alfred A. Cohn, well known scenarist, authored the screen play of the current production.

* * *

Samuel Goldwyn previewed "Street Scene" at a private studio showing before a group of critics. The picture is praised by some and disliked by others. To me, there is no question but what King Vidor, the director, obtained every production value possible out of the popular stage play, but inasmuch as most of the story takes place on the steps of a New York tenement house, it lack the essential moving picture elements a screen story should have.

* * *

LARRY DARMOUR, independent producer, arrives in New York City this week for a brief business trip. In addition to his "Mickey (Himself) McGuire" comedies, Darmour is concluding negotiating for additional independent distribution of his features. By the way, this young man, Darmour, has turned out some of the finest features the independent talking picture field has made.

* * *

Director Rowland V. Lee has started work at the Columbia studios on "Revolt," a gangster film which features Leo Carrillo, Constance Cummings, Leslie Fenton, Boris Karloff and others.

* * *

Some doubt has been existing in Hollywood whether or not Ramon Novarro would sign another Metro-Goldwyn-Mayer contract. However, this has all been dispelled with the anouncement that the handsome Mexican star has been given a new deal. In the future, Ramon will continue to act but will direct some of his stories.

Greta Nissen is fast climbing the cinema ladder. She will play in Will Rogers' new Fox picture, entitled "Dollar Bill," which Sam Taylor directs. Miss Nissen was charming in "Transatlantic," a recent Fox picture.

* * *

Ivan Lebedeff, whose first Radio starring picture, "The Spy and the Ladies," scored a hit with preview audiences, is scheduled to start work soon on "The Happy Prince," an original by Garrett J. Lloyd, prominent scenarist.

* * *

William Goodrich has placed in production the second in the new Educational-Cameo Comedies, with Al St. John, Lynton Brent, Audrey Ferris and Stanley Blystone in the principal comedy roles.

* * *

Half of Seth Parker's time at the Radio Pictures studio is being spent in Ern Westmore's make-up emporium where the two are experimenting in various types of wigs. The noted broadcast entertainer started rehearsal Monday on "Other People's Business," an original story by Jane Murfin based on Parker's rural characterization.

* * *

"The Freshman's Finish" has been selected as the title of the first Vanity Comedy on Educational's 1931-32 program. Shooting has just been completed with Vernon Dent, Jack Duffy, Ronnie Rondell, Helen Mann, Carlyle Moore, Jr., and Sally Sweet in the cast. The comedy revolves around college life.

* * *

POLA NEGRI begins work this week on "A Woman Commands" for RKO-Pathe. Paul Stein has been assigned the direction of Miss Negri's first American talking picture effort. Laurence Oliver and Roland Young have already been cast to play opposte the exotic star.

THE BAROMETER

REPORTS
OF RESULTS AT THE
BOX OFFICE

. . AS TOLD BY . . .
EXHIBITORS THEMSELVES

FIRST NATIONAL

Too Young to Marry, Loretta Young, Grant Withers—Seemed to please them all right. Several said it was a good picture. Business above average in hot weather.—H. G. Stettmund, H. & S., Chandler, Okla.

FOX

Young Sinners, Thomas Meighan—Picture was well liked and seemed to please practically everyone. Business slightly above average. Rainy weather.—H. G. Stettmund, H. & S., Chandler. Okla.

Lightnin', Will Rogers—Wonderful. Everybody pleased.—W. P. Brown, Nifty, Waterville, Wash.

Mr. Lemon or Orange, El Brendel—Good. Attendance record for the year in hot weather.—W. P. Brown, Nifty, Waterville, Wash.

Common Clay, Constance Bennett—Very good business. Weather hot. Everybody pleased with picture.—W. P. Brown, Nifty, Waterville, Wash.

Daddy Long Legs, Janet Gaynor—Very good business. A wonderful picture and wonderful acting. Gaynor is great. Played it in hot weather.—R. Wanamaker, Mystic, Leipsic, Ohio.

Mr. Lemon of Orange, El Brendel—A light comedy that pleased.—George G. Baker, Strand, Britton, S. D.

M-G-M

The Great Lover, Adolphe Menjou—Business bad. Too high class for small town. Good cast and good picture. — R. Wanamaker, Mystic, Leipsic, Ohio.

Dogville Comedies—Saw two of these and the audience seemed bored with them.—L. L. Levy, Iris, Kerens, Tex.

Laurel-Hardy Comedies — The last three of them were knockouts, bringing steady stream of laughter.—L. L. Levy, Iris, Kerens, Tex.

PARAMOUNT

Dishonored, Marlene Dietrich. Very poor first day and worse second day.—W. P. Brown, Nifty, Waterville, Wash.

Fighting Caravans, Gary Cooper—Very good business. Fine outdoor show.—W. P. Brown, Nifty Waterville, Wash.

Forbidden Adventure, Mitzi Green — Good business in hot weather. Good clean comedy and entertainment for all. — R. Wanamaker, Mystic, Leipsic, Ohio.

Night Angel, Nancy Carroll—Business fair. Weak picture for small town. Boost Carroll and March.—R. Wanamaker, Mystic, Leipsic, Ohio.

City Streets, Gary Cooper—Business good. Very good gangster picture. Many favorable comments.—W. P. Brown, Nifty, Waterville, Wash.

Ladies' Man, William Powell—Business poor the first day and worse the second. Weather was good.—W. P. Brown, Nifty, Waterville, Wash.

PATHE

Pardon My Gun—Business good. Nothing wonderful, but a very clever little rodeo type picture. All fans well pleased. Weather cool.—W. P. Brown, Nifty, Waterville, Wash.

RADIO

Donovan's Kid, Richard Dix — Extra good and will please them all. Fine business in hot weather.—H. G. Stettmund, H. &. S., Chandler, Okla.

Sin Ship—Too vulgar and rough. Will not please them. Poor business.—H. G. Stettmund, H. & S., Chandler, Okla.

UNIVERSAL

Bad Sister, Sidney Fox, Conrad Nagel—Pleasing program picture, well acted. Nagel at his best. Miss Fox just fair. Direction put it over. Acting fine.—L. L. Levy, Iris, Kerens, Tex.

WARNER BROS.

Maltese Falcon, Bebe Daniels—A light mystery play with a few suspensive scenes. Will give general satisfaction. Average business in hot, sultry weather with showers. H. G. Stettmund, H. & S., Chandler, Okla.

Smart Money, Edward G. Robinson—Advertise this as the same star who played in "Little Caesar". Picture will please them. — H. G. Stettmund, H. & S., Chandler, Okla.

Doorway to Hell, Lew Ayres—One of the best gang pictures of the year.—George G. Baker, Strand, Britton, S. D.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ____________________________________

Star ____________________ Producer ______________

Business and Comment: __________________________

____

________________________ Weather: ______________

Title ____________________________________

Star ____________________ Producer ______________

Business and Comment: __________________________

____

________________________ Weather: ______________

City ____________________ Theatre ______________

State ____________________ Exhibitor ______________

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Too Many Cooks

Radio—77 Minutes

Cast: Bert Wheeler, Dorothy Lee, Sharon Lynn, Roscoe Ates, Robert McWade, Hallam Cooley, Florence Roberts, Clifford Dempsey and George Chandler. Directed by William Seiter.

Radio Pictures once more brings the popular romantic pair of Bert Wheeler - Dorothy Lee together. This time they appear in the successful Frank Craven stage play. Although not an elaborate production with musical numbers as one would expect from these two, nevertheless your fans shouldn't be disappointed as there is plenty of good, clean comedy and snappy dialogue. Wheeler has his first chance to star alone in a more serious role than his usual parts and is convincing.

The story revolves around Wheeler, who, as a love-sick swain, is ambitious to build a home for himself and his future wife (Dorothy Lee). After he is all set with his plans, along come all the girl's relatives butting in and offering discouraging suggestions until the situation turns from bad to worse. Bert's uncle (Robert McWade) is also interested in the lovers' plans and wants to have his way until finally a quarrel is started. After the girl gives back her ring all the relatives leave Wheeler flat. When the house is finally finished he advertises the place for sale. His rich uncle comes out to buy it and, after giving Wheeler the money, he tells him to keep the house as a wedding present. And of course, Dorothy comes back to him, so all is well.

The picture is excellent for family trade. Roscoe Ates is especially amusing in another bibulous role which brought him fame in "Cimarron". Robert McWade, Sharon Lynn and Hallam Cooley also help liven the comedy a bit. —Jesse.

SELLING SEATS: Cover your advertising with Bert Wheeler and Dorothy Lee in their first starring roles. Don't forget Roscoe Ates, the stuttering printer of "Cimarron". Play up the real estate angle with a novel street ballyhoo or arrange a newspaper tie-up in the form of a house model contest. Compile a mailing list of all the families in town with the name of Cook.

Pardon Us

M-G-M—55 Minutes

Cast: Stan Laurel, Oliver Hardy, Winfred Lucas, Walter Long, June Marlow, James Finlayson. Directed by James Parrott.

The hilarious comedy team are at it again as two helpless vagabonds getting in one mess after another. Here they are in their first feature-length comedy which is 55 minutes of continuous laugh-howling situations. It is a film that will win the comedians further plaudits. Pardon us for laughing, but Laurel and Hardy perform such funny antics we could almost shriek.

The story concerns the two comedians just entering the bootlegging business. Stan is so dumb he mistakes a policeman for a street car conductor and, both he and Oliver land in jail. In the prison school they are the butt of all their mates' pranks and when the professor receives a "spit-ball" in the eye, Stan and Oliver are placed in solitary confinement for two months. In the meantime a tough leader and his gang plot to escape from the jail. Laurel and Hardy are out of their confinement just in time to make their getaway and completely disappear. They go down South disguised as plantation Negroes, but are brought back when the warden discovers their hoax, all because Stan has a habit of "razzing" everybody. At the prison again they go through some more hilarious situations and when another break occurs they prove to be heroes and are granted pardons. The prison riot is the biggest scene in the picture and is quite reminiscent of "The Big House" except with more uproarious episodes.

SELLING SEATS: Laurel and Hardy are your biggest bets here. They are box-office naturals and should draw without any elaborate exploitation. Just let the public know they're in their first full-length talkie.

Transatlantic

Fox—74 Minutes

Cast: Edmund Lowe, Lois Moran, John Halliday, Jean Hersholt, Greta Nissen, Myrna Loy, Earle Foxe, Billy Bevan, Ruth Donnelly, Goodee Montgomery, Jesse De Vorska, Rosalie Roy, Claude King, Crauford Kent, Henry Sedley, Louis Natheaux, Bob Montgomery. Directed by William K. Howard.

Here is a directorial triumph for Mr. Howard who has handled this story of shipmates on the broad Atlantic in a manner that is outstanding and with a somewhat different angle of presentation. Most of the scenes are on board an ocean liner and the story has to do with a bank wrecker who is fleeing from the scene of his activities and a gang of international crooks who are plotting for his bank roll. Edmund Lowe, as the gambler who uses his wits to outsmart the crooks in order that he may do a favor for two ladies, carries his role to perfection. Romance, suspense and action combine to make this far above the average film. Photography of the best with excellent recording.—Southwell.

SELLING SEATS: Tie up with steamship ticket agencies. Play up present heavy advertising by these agencies on new reduced fares to foreign ports. Sell the stars and supporting cast.

Mystery of Life

Universal—73 Minutes

This film is sure to stir up considerable discussion because it is for the advancement of the Darwin theory of evolution and principally because it is brilliantly produced and is different. It is interesting and pictorially presents the various forms of human life from the lowest to the highest. It is not too technical and is easily understood.

The explanatory remarks accompanying the pictorial presentation are given by Clarence Darrow, noted attorney and exponent of evolution, and Dr. H. M. Parshley, professor of zoology at Smith College. To make this picture of more interesting value prehistoric animals are shown and their framework is compared with man today. There are all kinds of interesting things and oddities to see; such as the formation of the earth, a snake laying eggs, fatal love affairs of spiders, snakes turned into birds, why human childbirth causes difficulties unknown to lower animals, a three-toed horse, terrific strugles between man and beast, depiction of the end of the world.

The film should appeal especially to students of zoology, botany and geology. But many others will want to see it if the exhibitor is sagacious in the manner of exploiting the picture.—Jesse.

SELLING SEATS: Be sure to obtain the special showmanship bulletin put out by Joe Weil, director of exploitation. It is chock-full of selling seat ideas. The title itself lends itself to innumerable exploitation possibilities. Clarence Darrow is your biggest drawing card.

The Great Lover

M-G-M—70 Minutes

Cast: Adolphe Menjou, Irene Dunne, Neil Hamilton, Ernest Torrence, Baclanova, Cliff Edwards, Hale Hamilton, Lilian Bond, Rosco Ates, Herman Bing, Elsie Jannssen, George Mauloy. Directed by Harry Beaumont.

"The Great Lover" will not appeal to the large majority of audiences. It has spots that are fairly amusing, but on the whole the picture lacks something. Beaumont is a capable director and he had a good cast to work with, but perhaps it was the story which was at fault. It made a good stage play but the transition to the screen was weak.

Adolphe Menjou, who comes to the public with fresh honors in "The Front Page," slips badly. Ernest Torrence seems to pull the greater part of the laughs in a very small part, while Cliff Edwards, in an equally small part, rings the bell for a number of giggles. Irene Dunne, although pretty and talented, seems to be miscast. Although supurb in "Cimarron," her acting ability in this seems to be smothered.

It is a sophisticated story, somewhat sexy and hasn't much action. It tells of a philandering opera singer, who after spending a career in winning the hearts of women, finally falls in love with an ambitious singer. It is a whirlwind courtship, but he gives her up so she can return to her real love, although he seems brokenhearted. However, when a woman calls him on the telephone shortly afterward, he is all ready to start another love affair.

The sequences showing the temperamental touches of opera stars are good and there are a few other satirical and comical scenes. But for the large portion of picture-goers it misses fire.—Steen.

SELLING SEATS: Menjou can be billed as the hit of "The Front Page." Play up Irene Dunne as the heroine of "Cimarron." Give emphasis to the comedy angles.

An American Tragedy

Paramount—85 Minutes

Cast: Phillips Holmes, Sylvia Sidney, Frances Dee, Irving Pichel, Frederick Burton, Claire McDowell, Wallace Middleton, Vivian Winsten, Emmett Corrigan, Bodil Rosing, Charles B. Middleton, Albert Hart, Fanny Midgley, Arline Judge. Directed by Josef von Sternberg.

Here is a picture that should draw all classes of patronage. First, because the novel by Theodore Dreiser was one of the best sellers. Secondly, because plenty of people will be interested to see how the story is portrayed on the screen after reading all about the recent front page publicity over the author's encounter with Paramount over the alleged misrepresentation of the novel.

Despite the author's claims, in our opinion the picture has been well produced and holds the interest. If the story had been produced the way the author desired it would have been too long and draggy, leaving a bad taste like the book. Director von Sternberg deserves credit for his keen foresightedness of making this picture as one that would appeal to the general classes. It is true that in the book the author aroused sympathy for the main character, but this was quite difficult to portray in a picture of average length. The story, familiar to many, is about a youth (Phillips Holmes), son of poor evangelists who neglect him to save souls of strangers. Life is not so easy for him, as he does all kinds of drab work and is denied the pleasures of normal boyhood. Finally he goes away to another city where his rich uncle gives him a job in his collar factory as foreman over the stamping department. Romance enters his life when he meets one of the factory workers (Sylvia Sidney) and has a secret affair with her. And to make matters of a more complicated nature he is also in love with another girl (Frances Dee), pretty and much gayer than Sylvia, being the daughter of wealthy parents and living a care-free life. Holmes resolves that he must rid himself of Sylvia who is about to become a mother and he takes his course of action by inviting her to go boating with him on a lonely lake. The deed accomplished, he is found out by the law and charged with first degree murder. After one of the most thrilling court trials we have seen on the screen in some time he is found guilty and must pay the penalty by death.

Phillips Holmes is convincing as the weak youth. Both feminine leads are well handled by Sylvia Sidney and Frances Dee. Outstanding work is given by Irving Pichel as the prosecuting attorney and Charles Middleton as the attorney for the defense. The other parts brand the expert direction of Josef von Sternberg. Outdoor photography shots are particularly excellent.—Jesse.

SELLING SEATS: You can sell this to your patrons as the picture they've been waiting for, based on the novel by Theodore Dreiser. Advertise the cast of brilliant characters but don't create an impression that the picture is highbrow. Play it up as a story that might happen to any of us.

———o———

Waterloo Bridge

Universal—80 Minutes

Cast: Mae Clarke, Kent Douglass, Doris Lloyd, Enid Bennett, Ethel Griffes, Frederic Kerr, Rita Carlisle, Bettie Davie. Directed by James Whale.

James Whale, who scored as the director of "Journey's End," comes through with another outstanding offering. Although this picture has a war background, it is not a war picture. Although it has a tragic ending, "Waterloo Bridge" should appeal to most audiences.

Mae Clarke and Kent Douglass, who have the leads, deliver mighty fine performances. They are convincing in their characterizations.

The story tells of a young soldier who is on leave in London during the air raids. He meets a girl of the streets on Waterloo Bridge and falls in love with her, not knowing her real profession. He wants to marry her but she realizes the impossibility of such a move. Later he finds out, through her landlady, what she is. But he still insists he wants to marry her. For the third time she gives her consent. He goes back to the front, but the girl is killed in a Zeppelin raid.

Here is real entertainment—S. F. D.

SELLING SEATS: Sensational ad copy, such as "See Mae Clarke as the Beautiful Magdalen at Waterloo Bridge." Stress the fact it is not a war picture, but has a war background.

———o———

Young As You Feel

Fox—72 Minutes

Cast: Will Rogers, Fifi Dorsay, Lucien Littlefield, Donald Dillaway, Terrence Ray, Lucile Browne, Rosalie Roy, C. Henry Gordon, John T. Murray, Brandon Hurst, Marcia Harris, Gregory Gaye. Directed by Frank Borzage.

Will Rogers as the meat packer in the screen adaptation of George Ade's play "Father and the Boys," puts over as neat a piece of comedy as one would care to witness. Ably assisted by Fifi Dorsay and an excellent supporting cast, his droll witticisms keep you in constant good humor. Story concerns the inability of the father to get his sons interested in the packing business due to their social and athletic affairs. So the old gent takes a fling at the gay life with a French dancer as a playmate. In an endeavor to assist her in the sale of some property, he goes to Colorado with her and the boys suspect a blackmail plot and follow. A surprise finish brings it to an end as you would like it to be. Good clean entertainment that should register big in any house. Direction and photography of the best.—Southwell.

SELLING SEATS: Naturally the star is your biggest asset in selling. Good tie-ups should be made with aerial transport lines. Title offers good tie-up for toy shops.

———o———

Traveling Husbands

Radio—74 Minutes

Cast: Evelyn Brent, Frank Albertson, Constance Cummings, Carl Miller, Spencer Charters, Hugh Herbert, Frank McHugh, Purnell Pratt, Dorothy Peterson, Rita LaRoy. Directed by Paul Sloane.

How traveling husbands spend their evenings having a gay time forms the theme of this picture, which makes excellent screen entertainment. The plot is absorbing, the direction fine and the acting adeptly handled. Every bit of the dialogue is interesting enough to hold the attention of the audience.

The story opens with a party of salesmen aboard a Pullman en route to Detroit. While the older men, mostly married, are planning to have a good time partying, the youngest salesman (Frank Albertson) is busy scheming how to land a big order from a customer considered hard to see. On arrival in the big city, Frank has no luck, but he meets the man's daughter (Constance Cummings.) They plan a date and, after the girl is all set to go, Frank at the last minute finds he can't take her out since his expense check has not arrived. Along comes Carl Miller who shows her around town for a good time. Later all this revelry turns out to be a serious matter when a shooting takes place and Frank is guilty of circumstantial evidence. Evelyn Brent, the former sweetheart of Miller, the man shot, confesses to the firing. After a heart-to-heart talk with Miller's wife, Evelyn is freed. Besides Albertson free to marry Constance and getting a big order from her father the salesmen and their women companions have learned a lesson.

This picture is sure to click anywhere. It is packed with entertainment value with clever dialogue and splendid character portrayals. Evelyn Brent fits her part like a glove. Dorothy Peterson does a bit of natural acting as Miller's wife. It seemed so realistic we had to dry our eyes a few times. A few more good pictures like this one and the exhibitors will find the money quickly coming their way.—Jesse.

SELLING SEATS: The title alone is box office, but your chances to build up patronage are enhanced by the names in the cast. Swing tie-ups with depots, terminals, travelers' supply stores, barber shops, drug stores, and other places that traveling men patronize.

SHORT SUBJECTS

Forehand, Backhand and Service

M-G-M—10 Minutes

An entertaining tennis subject featuring Big Bill Tilden. The slow motion shots reveal some of the secrets of Tilden's remarkable playing. The off-screen voice, explaining the various plays, is clear and interesting. Tennis lovers should be thrilled with it. Even those who never held a racket will find it interesting.

———o———

A Round of Golf

Warners—10 Minutes

Here is Number 12 and the final episode of the Bobby Jones golf series. Each subject of this series has taken up the use of one club or the playing of a particular shot. In this last number Bobby takes the audience through a complete round of golf, bringing in each type of shot shown in the preceding installments. It is an interesting offering and a good finish to a diverting series.—Steen.

The Panic Is On

M-G-M—20 Minutes

Charley Chase in a comedy which is moderately funny, but perhaps not quite so hilarious as previous efforts. However, it will bring the laughs and can be rated as an above-average short.

Chase is an ambitious, but poor, fellow whose girl's father says she can't marry Charley until Charley has $50,000 to begin on. Charley answers an ad and unknowingly becomes a messenger for a gang of crooks who are trying to extort $50,000 from the girl's father. Charley takes the note to the father and receives the money. But in the meantime the crooks are frightened away and Charley is left with the money. Later when the crooks return, Charley is the hero and wins the girl.

A dog whose hair around the jaw has been cut to resemble a human mustache and beard is a bright spot in this comedy.—Steen.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and **send in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Exhibitor's Name ________
House Name________________
Town________________
State________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

PACENT sound-on-disc equipment. How much do you offer for this? Mecca Theatre, West Third near Broadway, Dayton, Ohio. 8-25

1,800 FINELY appointed spring cushion chairs; brand new; full upholstered backs; wonderful buy. Write for photo. C. G. Demel, 845 South State, Chicago, Ill. 9-8

THEATRES FOR SALE

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. 4-18

FOR SALE OR LEASE—Lyric Theatre, Erwin, Tenn.; 350 seats, disc equipment, population 5,000; one competitor; $2,500; cash, $250. Easy terms on balance. F. E. Perryman, Elizabethton, Tenn. 8-25

THEATRICAL PRINTING

1,000 3x8 Theatre Dodgers, $1; 500 5½x8½ Letterheads, $1. King Shopress, Warren, Ill. 8-18

POPCORN

BRAZILIAN SUNBURST POPCORN, yellow variety similar to South American; with no husks, hard centers. As much volume and a better flavor; 50 lb. bag, $3.75; 100 lb. bag, $7.50. Popping condition guaranteed. Send for sample. Douglas Co., Box D7631, Kansas City, Mo. 8-18

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

WANTED—Four Simplex heads; condition doesn't matter; will be used for experimental purposes only; give price in first letter. Ned Rafalsky, 2202 No. Maplewood Ave., Chicago, Ill. 8-18

THEATRES WANTED

500 - SEAT Theatre wanted; must be A-1 proposition. Address T. A. Yager, 16603 Wark Ave., Detroit, Mich. 8-18

THEATRE WANTED—To lease fully equipped. 3964 Fairview, St. Louis, Mo. 8-18

POSITIONS WANTED

MANAGER OR PROJECTIONIST—15 years' experience; references furnished. Andrew Naessner, R. D. 1, Monaca, Pa. 8-18

PROJECTIONIST—A-1 sound, deluxe houses, go anywhere. James Curran, 5219 Theodosia St., St. Louis, Mo. 8-18

AT LIBERTY—Good sound operator; do own repair; married; willing worker; moderate salary. H. Swatek, 401 Gelbert Ave., Peoria, Ill. 9-1

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) { 10c a word; 4 insertions at price of 3

Kindly insert the following ad ________ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____
____
____
____
____
____

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

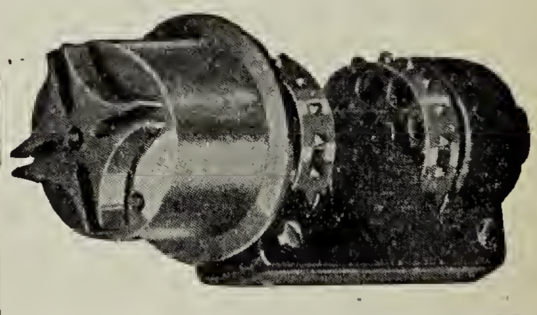
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE SUPPLY DEALERS
EFFICIENCY SERVICE



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Street Parade For Boosting "Politics"

R. C. GARY, manager of the Paramount Theatre, Omaha, included an old-fashioned political street parade in the exploitation campaign he used to help put over his showing of the Metro-Goldwyn-Mayer production, "Politics".

The parade was directed by a motorcycle squad, and headed by a boys' band of twenty pieces riding on a fifty-foot flat truck attractively decorated like a float. There were over one hundred men an women in line carrying banners reading: "Hell Bent For Election—Marie Dressler and Polly Moran in 'Politics' at the Paramount".

Thirty-six cars furnished by Ford, Auburn, Oakland, Pontiac, Chevrolet and Nash helped to stretch the parade over three blocks long, and almost stopped traffic.

Showmanship Put Over a "Silent"

A PICTURE can be made to appeal to the public with the use of a little showmanship. This was proved recently by Henry Okun, publicity director of the Little Theatre in Newark, N. J., when Marlene Dietrich's silent German picture "Three Loves" played that house. The picture had played another theatre in the city and folded after playing two days to very poor patronage.

This feature is not the type to please the vast majority of audiences and yet "Three Loves" is in its seventh week at the house and it looks as if it may run until after September 1. Okun's method for drawing patronage was simple. He played up Marlene Dietrich in large letters in all billing and put the name of the pitcure in smaller type. In other words, he sold the star. Another idea was to put up the "Adults Only" sign, which naturally was a magnet for those whose curiosity was aroused. Two-inch ads were placed in all newspapers.

When a silent picture of foreign make can play a theatre for more than seven weeks, a great deal of the credit must go to smart showmanship, despite the popularity of the star.

One Way to Tell Them its Cool

A FILM salesman who covers Tennessee tells us of a smart stunt he saw at the New Lillian Theatre at Clarksville, Tenn. The exhibitor, whose name we didn't catch, created a cool atmosphere for his theatre by bringing Christmas to town in July. A number of Christmas trees were placed in the lobby and a Santa Claus was present to pass out ice cream to the kids. St. Nick also received letters from the children who began considering what they wanted for Christmas this year.

The theatre announced through signs that Santa Claus was taking a summer vacation at the theatre.

Not a bad idea for other exhibitors. There is still plenty of hot weather in store before autumn is with us. Why not give it a trial—especially if you have a good cooling system?

Cooperative Page On "Meet the Wife"

JACK GOODMAN, Ritz Theatre manager at Scranton, Pa., believed that the title, "Meet the Wife," was a good one for merchant advertising when that pictur played his house recently. Goodman arranged for a co-operative two-page ad in which the merchants advertised their wares by telling the husbands to "meet the wife at such-and-such store and buy her an electric iron." The ad was arranged effectively, created considerable attention and cost the theatre nothing.

Want-ad Tie-up

C. T. PERRIN of the Paramount at Cheyenne, Wyo., put over a want ad stunt that got attention. Among the ten questions published daily on the classified ad page is, "What picture is playing at the Paramount tonight?" Other questions concern information that can be found on the want-ad page. Prizes are awarded for neatness, promptness and correctness.

School Tie-Ups Boost "Trader Horn"

A NUMBER of interesting school tie-ups were included by Russell F. Brown, manager of the Fox McDonald theatre, Eugene, Ore., in the extensive exploitation campaign he used to help succeed in his showing of the Metro-Goldwyn-Mayer production "Trader Horn".

A preview was held for teachers of the city schools who were advised that "Trader Horn" had received the endorsements of Parent-Teachers Associations throughout the country as being particularly appropriate for exhibition to children, and Superintendent of Schools Goold permitted these teachers to make classroom announcements regarding the picture. A special bulletin stressing the significant highlights of "Trader Horn," playdates and price schedule was distributed to the entire faculty and bulletin board posters were also displayed at all schools.

By way of further elaboration on the school tie-up the Woodrow Wilson Junior High orchestra of forty-two appeared on the stage of the McDonald Theatre, the opening day of the picture and at night the Eugene High School band gave a musical demonstration in front of the theatre.

Additional school co-operation was obtained at the University of Oregon which attached a 24-foot banner to the stadium during the series between Oregon and Washington State University, with copy reading, " 'Trader Horn'—McDonald—Now".

Effective Stunts On "Dirigible"

SEVERAL effective stunts were put on by Gardner Wilson, RKO exploiteer, to boost attendance on "Dirigible," Columbia's super, which showed at the RKO Mainstreet in Kansas City, Mo., last week for the first time at popular prices.

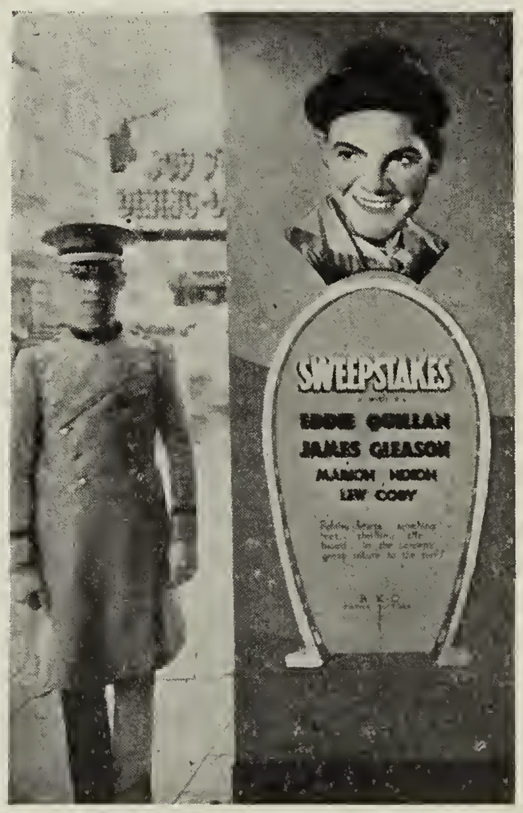
The stunts and tie-ups were worthy of the importance of the showing. At the opening, Friday noon, eight army planes from the Kansas City airport swooped in military flying formation over the crowds waiting for the box office to open. The planes flew low and attracted considerable attention downtown.

Wilson had a plane make an ascent the first three days with a loud speaker ballyhooing the picture. Three thousand miniature parachutes were dropped to which were attached cards advertising the show. Fifty free admissions were given away in this manner.

The stunt that attracted the most attention, however, consisted of a layout in the window of the Wurlitzer Music Company. Two switchboards were installed at which were seated two good-looking girls. Through loud speakers the operators made remarks to passers-by on the street, such: "Hello, John, there's a good show at the Mainstreet. Won't you take me to see 'Dirigible'?"

As part of the exploitation, there was a display of air pictures in two store windows on west Twelfth street. The photos were obtained from news services, the Journal-Post and the Goodyear Zeppelin Co. at Akron and showed views of the "Akron," the newest dirigible, and other aircraft, flying scenes and celebrities.

In addition, 15,00 throwaways were distributed and street car cards and newspaper space was used extensively.



When RKO-Pathe's "Sweepstakes" played the Mayfair Theatre in New York, a horse shoe motif was used cleverly in the lobby displays. Above is one of the displays which attracted considerable attention.

THE LAST WORD

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
AL STEEN, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.

BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
AL F. STEEN, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

HOLLYWOOD OFFICE:
1044 N. Martel Ave.
Phone: Hempstead 5982
Joe Blair, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

IT CAN BE DONE!

A GREAT deal has been said about the poor quality of product being greatly responsible for poor attendance in theatres. Box office records in their own theatres have brought the cold facts directly to the producers. Their realization of the crying need for quality entertainment seems to have caught on instantly and already some fine pictures have been released. The revamping of studio organization and other activity in that direction further bears out the sincerity of those who know that it takes good pictures to make money. But so many people have been driven away from theatres by the so much sameness and poor quality in releases during the past six months that extraordinary methods are necessary to wean them back.

Fred Wehrenberg, president of the M. P. T. O. of Eastern Missouri and Southern Illinois, has the right idea. He is going to wake up the public in his district to the worth of pictures for the coming season. He wants to make them "movie conscious"—to use a bromidic term—and with the campaign he has planned he is going to succeed.

Several years ago, when quality of pictures was much better than during the past season, the Hays organization sponsored a Greater Movie Season. It cost money, yes, but it got results even then. When was there ever a greater need for a campaign to stimulate public interest—to revive it, if you please—in motion pictures than now? With several producers planning individual advertising expenditures of large sums on individual releases why wouldn't it be a better and more far-reaching plan for concerted effort for all producers and exhibitors to join hands and ballyhoo the industry, to go back to old show world methods with street parades, banners flying from the marquees, large newspaper displays, billboards, talks before civic groups, radio broadcasts, etc., etc., and move the public from their living rooms and their motor cars into the theatres of the country? And then, instead of holding off some of the bigger pictures for later release, let them come now for four successive weeks following this campaign, meanwhile keeping the campaign at fever heat while the good pictures are being shown.

This business has always been one of show and flash; it has been described as an industry that was 90 per cent advertising. Yet it has fallen into the doldrums through lack of the thing that made it. Pictures are being released now that even exhibitors are unfamiliar with; their enthusiasm has been caused to die down. And that has been going through to the public. They haven't been sold, let alone being given a product that was lacking in quality. But, as we've said, quality seems to be definitely and positively coming up. Why keep it a secret? Why take chances on someone discovering it and talking about it? BOOM IT UP! GET OUT THE BASS DRUMS! YELL ABOUT IT FROM THE ROOF TOPS! MAKE THE PUBLIC CONSCIOUS THAT BETTER ENTERTAINMENT IS HERE AND HERE TO STAY! MOTION PICTURES ARE THE GREATEST ENTERTAINMENT IN THE WORLD—(but the world has been permitted to forget it)—WAKE 'EM UP!

Ben Shlyen

Showmanship by a Showman!

Introducing to Live Wire Exhibitors
Our New Series

"GREETINGS"

33 1/3 SYNCHRONOUS

A Good Will Builder Between Patron and Exhibitor

Let FREDDIE WARREN, phantom master of ceremonies, open your program and greet your audience with 3 minutes of "Melody and Sunshine." Your audience will grow to love him because of his individual style of presentation and personality. And for you, the exhibitor, he will extend to your audience, in his inimitable manner, a hospitable welcome.

COLUMBIA PROCESS

Only $2.00 Per Record

Each Record Has Two Programs — New Release Twice Monthly

RECORDED ESPECIALLY FOR THEATRES

PROCESSED BY COLUMBIA PHONOGRAPH CO. . . . 12 INCH . . . DOUBLE FACED FOUR SELECTIONS PER RECORD — TWO SELECTIONS PER SIDE. EACH SIDE RUNS ABOUT SEVEN MINUTES.

ORGAN RECORDS

Exit—Intermission—Chaser—Trailer

33-1/3 R.P.M. — SYNCHRONOUS

By WESLEY TOURTELOTTE

Internationally Famous Organist.

$2.25 per record - - 6 for $12.00

PROGRAM NO. 28	PROGRAM NO. 29	PROGRAM NO. 30
MARCH OF THE TOYS SECOND REGIMENT MARCH TO MAKE A LONG STORY SHORT WOULD YOU LIKE TO TAKE A WALK	STILL WAS THE NIGHT GO HOME AND TELL YOUR MOTHER LONELY FOR YOU HAVE YOU FORGOTTEN THE NIGHT	HOSANNA HE'S MY SECRET PASSION March—IN A PERSIAN MARKET

PROGRAM NO. 31	PROGRAM NO. 32	PROGRAM NO. 33
SONG OF THE VAGABOND SING SOMETHING SIMPLE KEWPIE YOU BROUGHT A NEW KIND OF LOVE TO ME	WHISTLING IN THE DARK IN A CAFE ON THE ROAD TO CALAIS BEYOND THE BLUE HORIZON BABY'S BIRTHDAY PARTY	SHUBERT'S MARCHE MILITAIRE PARADE OF THE WOODEN SOLDIERS DANCING TAMBOURINE

Stebbins Theatre Equipment Co.

1804 WYANDOTTE — KANSAS CITY, MO.

New Super
Vocalite
Sound Screen
CRYSTAL BEADED

Thousands of Them!

*I*n use all over the World. Perfect Light — Better Sound Third Dimension—High Intensity at low Intensity Cost.

Write for Sample.

Most brilliant of them all. Porous but not perforated—Scientifically designed, reinforced sound pores.

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

Chromolite
Sound Screen
Non-Glare • Diffusive

94.6 Percent-New-Amazing

*E*ntirely new and revolutionary Sound Screen. Permanent non-yellowing whiteness. High reflection. value (94.6%).

Write for Sample

More light with less amperage. No fadeaway. No eye fatigue. Can be resurfaced . . . Sturdy, Strong . . . Durable.

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

The New
Silverlite
Sound Screen
MORE LIGHT~LESS CURRENT

More Light-Less Current

*N*ew metallic surface. Best qualities of silver and gold fibre screens. Will not tarnish.

Write for Sample

Marvellous brilliancy. High Intensity light with low Intensity lamps. Rugged . . . Durable.

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

Superlite
Sound Screen
Perforated-White-Diffusive

Sturdy - Strong - Durable

*S*tandard white perforated screen. Good for light—Good for Sound. Completely diffusive—Same light at every seat.

Write for Sample

The superior of all perforated screens in material and workmanship. For use with Hi-Lo and High Intensity light.

Convenient Time Payments.

Beaded Screen Corp. Roosevelt, New York.
New York Office 47 W. 24th Street

SEPT. 1, 1931
VOLUME XII NUMBER 15

MOVIE AGE

ACTION AND COMEDIES IN DEMAND, SAY EXCHANGE MEN

HERB ANDERSON WINS TOP HONORS IN GOLF TOURNAMENT

ALLIED BUYERS' STRIKE NOT 100 PER CENT EFFECTIVE

NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction — John F. Seitz, A. S. C.
Cinematography an Art Form — Lewis W. Physioc
Cinematics — Slavko Vorkapich
The Evolution of Film
Optical Science in Cinematography — W. B. Rayton
The Evolution of the Motion Picture Professional Camera — Joseph A. Dubray, A. S. C.
Composition in Motion Pictures — Daniel Bryan Clark, A. S. C.
Painting With Light — Victor Milner, A. S. C.
Sensitometry — Emery Huse
Light Filters and Their Use in Cinematography — Ned Van Buren, A. S. C.
Borax Developer Characteristics — H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus — J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film — J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up — Max Factor
Pictorial Beauty in The Photoplay — Wm. Cameron Menzies
Philosophy of Motion Pictures — George O'Brien
Wide Film Development — Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures — F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps — R. E. Farnham
Color Rendition — Jackson J. Rose, A. S. C.
Motion Picture in Natural Color — Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording — H. G. Knox
The Nature of Sound — Professor A. W. Nye
Architectural Acoustics — Dr. Vern O. Knudsen
Sound Personnel and Organization — Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System — R. H. Townsend
Motion Picture Sound Recording by Fox Film Company — E. H. Hansen
Motion Picture Sound Recording by Western Electric Method — Dr. Donald MacKenzie
Reproduction in the Theatre — S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System — John O. Aalberg
Technic of Recording Control for Sound Pictures — J. P. Maxfield
Dubbing Sound Pictures — K. F. Morgan
Recording Sound on Disc — Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures — Milton Stark
Cinematography Simplified — William Stull, A. S. C.
Cinematography for the Personal Movie
The Dusenbery System of Estimating Exposure — H. Syril Dusenbery
Micro-Cinematopraghic Apparatus — Heinz Rosenberger
What They Use in Hollywood
Useful Facts and Formulae

675 Pages—Over 300 Diagrams & Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."

SOUND PICTURES
AND
TROUBLE SHOOTERS MANUAL
PRICE 7 50/100
1930
CAMERON PUBLISHING CO.
S
PI

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel ("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages
500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., **Kansas City, Mo.**

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.

945 Andrus Bldg.
Phone—MA. 6957

MINNEAPOLIS, MINN.

"Buyers' Strike" Fails

As Members Hop Traces on Allied Delay Campaign; Exhib. Officials Said to be Buying Film.

Other Northwest Allied officials as well as Bennie Berger, president, have been "guilty" of buying new season product in advance of the organization's Minneapolis convention, September 9 and 10, if there is any "guilt" attached to such action considered in connection with an "order" from the Allied office in Minneapolis to all members to refrain from any purchases.

Evidence that other officials of the organization have gone ahead and protected themselves on product for the coming fall and winter, in spite of the supposed buyers' strike, is in the hands of MOVIE AGE. So that President Berger himself is not the only strikebreaker in the body.

Only last week it became known to MOVIE AGE in a roundabout way that an important Northwest Allied official had closed with Columbia for the latter's 1931-1932 product. The contract already is signed.

Rumors of dissatisfaction among the higher-ups have been going the rounds of exhibiting circles throughout the Northwest, and it now is practically a certainty that the few of the rank and file, who have obeyed orders and done no buying, will have some quizzing of their officers to do at the Allied convention in Minneapolis this month.

The buyers' strike has proved a flat failure because it was a strike called by a small group of men and without the approval of the majority of Allied members, exchange managers declare. Business for many of the Minneapolis exchanges actually is running ahead of a year ago.

"Exhibitors are well aware that they must have the best possible pictures in September so as to start the new season with a bang,"

(Continued on page 5)

Anderson Wins Golf Tourney Honors

At Film Board of Trade Annual Outing at Detroit Lakes; Hiller Runner-up.

Herb Anderson, Detroit Lakes, Minn., exhibitor, is the film golf champion of the Northwest. He carried off the laurels at the Minneapolis Film Board of Trade annual outing at Detroit Lakes. The runner-up was Ernott Hiller, Crookston, Minn., last year's champion. The other medalist, Andy Anderson of Detroit Lakes, is also an exhibitor, but not related to the champion. Exchange managers and salesmen did not have a look-in when it came to shooting the little pill, the exhibitors showing them the way at every turn.

The outing was a success in every particular, serving its purpose of promoting good feeling and friendship among exhibitors, exchange men and salesmen. Favorable weather helped to bring out an unusually big crowd. In addi-

(Continued on page 5)

Comedy Market

Good, Say Exchange Managers; Demand for Action Pictures Proves Strong.

Action pictures and comedies are the types of movies most in demand at present among Northwest exhibitors, according to Minneapolis exchange managers. And the reason that this sort of screen fare is wanted by the theatre owners is because the public is demanding it and demonstrates a willingness to patronize it, the distributors aver.

On the other hand, sophisticated sex and gangster dramas are in disfavor now, the exchange managers declare. "Give us good, clean pictures" is the cry heard everywhere, state the distributors who have been out over the territory.

(Continued on page 5)

GOOD TIMES AHEAD

Says Educational Field Manager

Because there is more high-grade product to be available the coming season than ever before, a prosperous fall and winter looms for the movie industry, and the live-wire exhibitor will profit to a greater extent than a year ago, regardless of generally adverse business conditions.

This is the opinion of Harvey B. Day, Educational field manager from the home office, New York, who visited Harold Johnson, local exchange manager in Minneapolis.

Mr. Day is on a tour of Educational exchanges throughout the country and he reports that Educational product is hitting on all sixes everywhere and that the belief is current in all sections that the movie business will hold up better during the ensuing year than any other branch of industry.

Good pictures continue to play to highly profitable patronage, even in territories where times are supposed to be the hardest, Mr. Day points out. The people plainly have the money to spend if they want to spend it and, apparently, they are willing and want to spend it on high-grade entertainment.

New Loop Open

Sioux City, Ia. — A new loop theatre, the Loop, has been opened here by E. E. Seff in the building formerly occupied by the Scenic. The new owner has expended $10,000 for remodeling and installation of Western Electric sound equipment and new seats.

Exit Buyers' Strike

By M. E. CUFFEL, Editor

MOVIE AGE felt from the very outset that Allied buyers' strike was ill-advised and it is not surprised to learn of its failure.

It now appears that not only the organization's president, but also some of its other officials have been purchasing pictures while the strike was on. The vast majority of ordinary members, too, have been signing contracts with the distributors.

The explanation given for the president is that he needed the product for his theatre at Bemidji, Minn., where the summer is the best season.

In other words, he protected himself, and no one can blame him for doing that. The only blame that attaches

(Continued on page 5)

Minneapolis First Runs Fall Below Expectations

Minneapolis (week ending Aug. 28)—"An American Tragedy," "Sporting Blood" and "The Public Defender" were the past week's best box-office bets, but none of the three did as well as expected. "An American Tragedy" started out exceptionally big at the Minnesota, helped by a tremendous exploitation campaign, but the business slipped during the week. "Sporting Blood" brought better than average business to the State, but not as much as the management felt that such a high-grade screen entertainment merited.

Aster (first half)—**The Forbidden Adventure** (Paramount), Louise Fazenda and Edna May Oliver. **Business:** Light. **Summary:** A good comedy for and about children, concerning, particularly, a paid of kids who break into the movies. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy Screen Vaudeville.

Aster (second half)—**The Girl Habit** (Paramount), Charles Ruggles. **Summary:** So inane throughout that it isn't funny; Ruggles, a good comedian, struggles helplessly with poor material. **Entertainment Merits:** 60 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**Honeymoon Lane** (Paramount), Eddie Dowling. **Business:** Small. **Summary:** A clean little romance with a gambler who reforms as its hero; too foolish in too many spots. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy and Screen Vaudeville.

Minnesota—**An American Tragedy** (Paramount), Sylvia Sidney and Phillips Holmes. **Business:** Good. **Summary:** A fairly interesting screen version of the Dreiser story of the youth found guilty of murdering his sweetheart who stood in the way of his social advancement. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage Show; Sound News.

State — **Sporting Blood** (M-G-M), Clark Gable and Madge Evans. **Business:** Good. **Summary:** A better than average racing drama; the biography of a race horse with plenty of good comedy, exciting race scenes, romance and amusing characterizations. Especially good for the first several reels. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News; Haley Comedy; Jones' Golf Series.

RKO Orpheum—**The Public Defender** (RKO), Richard Dix. **Business:** Good. **Summary:** An unbelievable but pleasing melodrama about a wealthy young man who sets out to avenge the wrong done to the father of the girl he loves. **Entertainment Merits:** 75 per cent. **Short Subjects:** Stage Show; Sound News.

MILWAUKEE

(Week Ending Aug. 20)

Alhambra—**Just a Gigolo** (M-G-M), William Haines and Irene Purcell. **Business:** **Fair.** **Summary:** A young man (William Haines) determines to first test the girl whom his uncle has selected for him to marry and poses as a gigolo to do so. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden — **The Viking** (State Rights), Capt. Bob Bartlett, Arthur Vinton and Charles Starrett. **Business:** Fair. **Summary:** A story of the Newfoundland sealing grounds made by Frissell. The plot is indifferent, but the photography very much worthwhile. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Newsreel.

Riverside—**A Woman of Experience** (RKO-Pathe), Helen Twelvetrees, William Bakewell and Lew Cody. **Business:** Fair. **Summary:** "A Woman of Experience" reveals the story of a woman who tries to serve her country and cupid at the same time. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville.

Strand—**The Secret Call** (Paramount), Richard Arlen and Peggy Shannon. **Business:** Poor. **Summary:** A story revolving about an alert telephone operator who defeats a band of grafters and avenges her father's suicide. **Entertainment Merits:** 80 per cent. **Short Subjects:** Fox Movietone News; Comedy.

Warner — **The Star Witness** (Warner Bros.), Chic Sale, Walter Huston, Frances Starr and Sally Blane. **Summary:** The story of a family who by chance saw the killing of two gangsters and who are terrorized, all but the grandpa, who turns out to be the star witness. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Paramount Newsreel.

Wisconsin—**Hush Money** (Fox), Joan Bennett and Hardie Albright. **Business:** Fair. **Summary:** A story of a girl who has served a prison term and then marries a young man of good family only to have her past again suddenly brought before her. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

OMAHA

(Week Ending Aug. 22)

Orpheum — **Dirigible** (Columbia), Jack Holt, Ralph Graves ad Fay Wray. **Business:** Very good. **Summary:** The story is one of booming planes and reckless stunting and revolves around the trio, a piot, a neglected wife and a trusted friend. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville; Newsreel and Sportlight.

Paramount — **Huckleberry Finn** (Paramount), Jackie Coogan, Mitzi Green, Jackie Searl and Junior Durkin. **Business:** Good—had a special appeal for the children. This deal with the adventures of Huck and Tom, which have to do with two rapscallions who hoodwink Tom and Huck into believing they are members of French royalty traveling incognito, and who try to defraud two orphan girls of an inheritance. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Cartoon; Newsreel; Novelty.

State (first half) **Kiki** (United Artists), Mary Pickford and Reginald Denny. **Business:** Average. **Summary:** Mary Pickford plays the role of the Gaminish Kiki, ambitious to become a grand lady and great actress, and who loves the owner of the Broadway revue in which she is a chorus girl. Kiki carries this star back to the harum scarum type of role that brought her early popularity. **Entertainment Merits:** 65 per cent. **Short Subjects:** Comedy; Novelty and Newsreel.

State (second half) **The Great Lover** (M-G-M), Adolphe Menjou. **Business:** Average. **Summary:** A tory of an opera singer whose love affairs are the talk of two continents. A young and pretty American singer bent upon success at any cost, comes to him for help. He helps her, falls in love with her, but in the end he turns her back to her sweetheart. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy; Novelty and Newsreel.

World (first half)—**The Maltese Falcon** (W. B.), Bebe Daniels and Ricardo Cortez. **Business:** Good. **Summary:** Miss Daniels appears as an alluring adventuress in quest of the same jewels that a gang of criminals are after. Dudley Diggs, Una Merkel and Robert Elliott are in supporting roles. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel and Novelty.

World (2nd half) — **The Vice Squad** (Para.), Paul Lukas and Kay Francis. **Business:** Good. **Summary:** A story revealing the strange love of a woman victimized by the man she has befriended. A story of outcasts—women and the men who trap them. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newsreel; Novelty and Comedy.

GIVES FOUR CARS

Publix Stunt Proves to be Successful

The gift of four Chevrolets in Twin City Publix theatres last Tuesday night resulted in exceptionally big business for all the circuit's Minneapolis and St. Paul houses. The stunt was pulled without any expense to Publix, Twin City dealers contributing the cars, two each for Minneapolis and St. Paul. The Publix theatres and Chevrolet dealers distributed cards entitling holders to submit Chevrolet slogans for two weeks preceding the awards of the machines. Winners had to be inside a Publix theatre or lobby at the time of the awards in order to be eligible to receive the gifts.

Besides getting the added patronage and word-of-mouth benefit, the Publix theatres, as a result of the slogan campaign tie-up with the automobile dealers, received much free newspaper advertising, special displays in the automobile establishments and advertising on heralds distributed by the dealers.

A total of 30,000 slogans were turned in. Local newspaper editors acted at judges. In Minneapolis the winners were Frederick Diegel and Mrs. L. H. Carr, the former being located in the Palace, a 10c loop grind house, and the latter in the Lyric. Additional prizes in the way of automobile accessories were awarded the winners.

The theatres made screen announcements and used lobby posters as their contribution to the campaign.

Comedy Market

(Continued from page 3)

Clean Films Cleanup

And it is the clean action pictures and comedies which are getting the money everywhere, distributors point out. Especially big business is being done in all spots, for instance, by "Dirigible," "Skippy," "Sporting Blood," "Politics," "The Great Meadow," "Young As You Feel," "Daddy Long Legs," "A Connecticut Yankee," "The Miracle Woman," "Donovan's Kid," "The Public Defender," "Cimarron," "Swanee River," "South of the Santa Fe," "The Sunrise Trail," "Gun Smoke," "The Gang Buster," "City Lights," "Seed," "The Millionaire," "Sweepstakes" and "Painted Desert".

The experienec of Ben Marcus, Columbia exchange manager, is typical of that of other exchange men.

"Exhibitors want to buy all the clean comedy dramas and comedies they can get," said Mr. Marcus. "The more action the better, according to the exhibitors. Theatre owners tell me the public is all fed up on sex stuff and underworld drama."

LEVINSON DIES

Milwaukee Manager Was Theatre Veteran

Milwaukee, Wis. — Joseph Levinson, 46, manager of Fox's Princess and Miller Theatres here, died August 19 at a local hospital. Mr. Levinson served as manager of the Princess for 15 years and prior to that operated the Star Theatre in Oshkosh as well as a theatre in Appleton. He is survived by his wife and mother.

New Manager

Burlington, Wis.—Paul Klemp has succeeded Henry Tollett as manager of the Plaza Theatre here. He was formerly manager of the Community Theatres' Lake Geneva house.

Blank's Assistant

Fon du Lac, Wis. — Budd Shonborn has been named assistant to Nat Blank, manager of the Fox Theatre here. He was formerly assistant manager at the circuit's Strand Theatre in Oshkosh. He is succeeded there by Verne Touchette.

"Buyers' Strike" Fails

(Continued from page 3}

said one of exchange manager, commenting on the strike. "They know that they must look out for themselves and that if they are left out in the cold Allied States will not take care of them. As a result, they are buying the same as usual."

Exit Buyers' Strike

(Continued from page 3)

to him, it would seem to us, is for the part that he played in trying to induce fellow members to desist from buying.

In a matter such as picture product, Allied members evidently realize full well that they must look out for themselves—that they cannot expect their organization to see to it that they are sufficiently protected. They also apparently realized full well that they must have strong product for September. Those who have bought—and they embrace the vast majoriy of the membership—simply have protected themselves in the same way as Berger did. They bought because they needed pictures for September, one of their best months. They cannot be blamed for looking out for their own interests—their bread and butter—first of all, and the chances are that they drove just as good a bargain, perhaps a better one, than they could have driven if they had waited until after the Allied convention.

TEN CENT GRINDS

Offering Loop Houses Stiff Fight

Plenty of new opposition in the Minneapolis and St. Paul loop districts in the shape mostly of 10 and 15c grind houses looms for Publix and RKO the coming season.

E. C. Bostick, who formerly managed Pantages Theatre, Minneapolis, is planning to reopen the house with a grind picture policy. The Lyceum, 2,500-seat legitimate house, will be equipped for sound and, according to present plans, opened this month with "The Viking".

George Benz Sons, wealthy St. Paul realtors, are expected to operate their Palace Theatre when the Publix lease on the showhouse expires next year. Publix has indicated that it will now renew the lease. The theatre has been operated during the past year as a 10c grind house. It seats 2,000.

The Benz interests also plan to operate the Shubert and Lyceum Theatres, St. Paul, on which Publix has not renewed its leases. Grind policies probably will be used in both houses. Incidentally, Publix has installed sound in its Alhambra, 10c grind house, St. Paul. It will replace the Lyceum for the firm.

RKO will reopen its Seventh Street Theatre, Minneapolis, and President Theatre, St. Paul, with a straight first-run picture policy September 111 or 18. The initial offering will be Columbia's "Fifty Fathoms Deep". The Garrick, St. Paul, is operating independently as a 10c grind house.

Lease at Boscobel

Boscobel, Wis. — The Falls Amusement Co. of Black River Falls has leased the Hurd Theatre here. Smith Davis, former manager of the Scott Theatre at Black River Falls, has taken active charge of the house.

Wins Tourney

(Continued from page 3)

tion to the annual golf tournament there were many other games and contests. A barbecue dinner was one of the affair's prieces-de-resistance.

Among the guests was Bennie Berger, president of Northwest unit of Allied States, who made it plain that he is not so hostile to the distributors, first by his presence, and second by sharing a room with Ben Marcus, Columbia exchange manager.

Columbia in Loops

The Minneapolis Columbia exchange is going great guns with its short subjects. No less than three of them were played by the three leading Minneapolis loop houses the past two weeks.

"Blue Rythm," a Mickey Mouse cartoon comedy, was on the program at the State last week, while this week the Minnesota, which rarely plays a short subject, is using a Mickey Mouse comedy, "Mickey Steps Out," while the R-K-O Orpheum has "Criss Crossed," an Eddie Buzzell comedy on its bill.

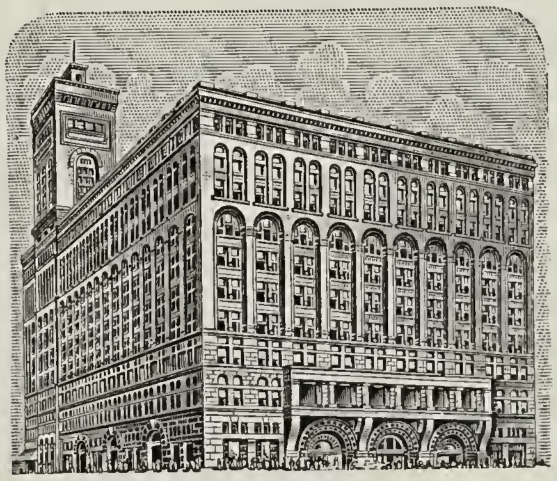
HOUSES REOPENING

Many Theatres Heretofore Dark Remodeled

A number of theatres which have been closed for the summer are all set to reopen with new equipment. J. S. Troyer will reopen his State at Bottineau, N. D., September 15, with National equipment. The Radio, St. Paul, a new showhouse, is scheduled to open September 8 with special RCA sound equipment. Dan Buckley will reopen his Redwood, Minn., theatre, September 15. The new half-million dollar theatre at Wausau, Wis., will have an opening on Labor Day.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES $2.00 UP



Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING THE LAKE
WHERE IT'S ALWAYS COOL

Provides for Arbitration

A 2-2 System Called for in Newly-Adopted Standard Exhibition Contract.

New York — Two distributors and two exhibitors will compose the arbitration board as provided by the new 5-5-5 contract. In cases of a tie on decisions a fifth arbitrator will be called from outside of the industry.

Exhibitors not members of an exhibitor association will use the arbitration at their option, but without participation of organization arbitrators. The members of the board will be selected from two panels of ten each.

To adjudicate exceptional cases a conciliation board is proposed. This board is to be composed of representatives of exhibitors and distributors and on such cases its decision will be final. When a case is before an arbitration board and presents aspects outside the contract provisions, it may either be sent to this conciliation board or automatically to this board for settlement.

TWO-MEN-BOOTH LAW LOOMS

Campaigns Being Staged by Locals Indicate Such a Move; Atlanta Faces it Now.

New York — A possibility that projectionists' unions throughout the country will sponsor the passage of laws requiring two men in the booths became evident last week. This possibility was being discussed in connection with campaigns being staged by locals to maintain their policies of demanding two men in the booths, as nearly 300 new contracts are being negotiated.

Atlanta is now being faced with this situation, a measure having been introduced which would require two operators in every booth. Love B. Harrell, secretary of the Southeastern exhibitors' unit, declares the adoption of the law would be a blow to small houses. Similar laws exist in many cities.

All Factors Benefit

By Adoption of 5-5-5 Contract, It Is Pointed Out; Three Ways to Look at It.

New York—The new standard contracted, drafted at the 5-5-5 conference and adopted two weeks ago by the distributors, will benefit all factors in the industry, it is pointed out in film circles.

A major benefit for the distributors will be the return of a system of arbitration and the admitted right to demand deposits.

For the unaffiliated exhibitors a benefit will be the privilege of a five per cent cancellation on blocks of 20 without the payment of films excluded.

The affiliated exhibitors will benefit by a ban on advertising of pictures by subsequent run before completion of showing at prior run house by 15 days or less.

HI-LITES IN THE WEEK'S NEWS

Hollywood—Former prominent screen personalities are making a comeback. Among the recent old-timers who will be seen in future pictures are J. Warren Kerrigan, Snub Pollard, Roscoe Arbuckle Sessue Hayakawa.

Hollywood—Howard Hughes has announced that he has decided to call off the production of "Queer People." The book, which was supposed to have reflected Hollywood life, has received considerable criticism by film people.

New York—According to the Copyright Protection Bureau, 99 per cent of copyright violations are settled before the cases come to trial. Exhibitors are finding it cheaper to adjust the matter before court procedure, the Bureau declares.

New York—A test case against poster companies is planned by Fox. The company claims it costs an average of $15,000 to make the accessories for every feature and that the poster firms, without expense, are profiting at the producer's expense. Fox is inserting a clause in their contracts forbidding the exhibitor to lease or resell accessories.

New York — Revival policies, which were looked upon as a means of relieving the product shortage as well as to obtain additional revenue from pictures whose cost has been written off, are dropped. Several experiments here have turned out to be flops.

New York — Paramount will make eight features in color and Warner-First National will make four this season. Radio plans three color features and M-G-M will make at least one.

New Camera

Hollywood—Recording of sound and color simultaneously is achieved through a new camera called the psychophone, according to Dr. Otto Peters, the inventor.

Better Films Head Hits at Ad Film Ban

New York—In reply to the attack on advertising in motion pictures made by the Gannett chain of newspapers, Francis Lawton, Jr., president of General Better Films, Inc., challenges the ban by the newspaper group.

Gannett recently put up the bars against publicity to ad films as well as limiting publicity to theatres showing such reels.

Lawton puts up the following questions to the Gannett chain:

"To what extent, and to what other subjects, does Business Office regulation of Editorial Policy apply on the Gannett Newspapers?

"Do they print motion picture reviews for the benefit of readers or advertisers?

"If for readers, how are the readers benefited by discriminatory curtailment of legitimate news of current motion picture entertainment?

"If for advertisers, how do the advertisers benefit by curtailment of certain screen news? Do the theatres affected increase or decrease their newspaper advertising? Do the local advertisers who handle film advertised goods increase or decrease their newspaper advertising? Do the national advertisers concerned show more, or less, disposition to list the Gannett Newspapers?

"What is your reason for issuing the instructions referred to?

"Is the Editorial Policy of the Gannett Newspapers regulated by the Business Office, in respect to any other advertising medium?

"Has any other advertising medium taken a similar attitude toward the Gannett Newspapers?

"Did you know that advertising of motion pictures had been appearing in theatres all over the country for more than 20 years?"

Lewis Ad Mgr

New York—Cliff Lewis is Paramount's new advertising manager. Lewis succeeds Russell Holman, who was transferred recently to the story department. As Holman's assistant Lewis served four years. Alvin Adams, of the press department, will be assistant to Lewis.

CONTINUE DISCS

But Sound-on-Film Now Dominates Field

New York — Distributors will continue serving disc accounts during the new season despite the fact houses requiring discs have been reduced to less than 20 per cent of all theatres, a checkup of the situation by The Film Daily reveals.

The distributors have no definite plans for discontinuing disc although most of them report that sound-on-film is gaining complete domination over the field rapidly. Practically all the larger houses are using sound-on-film, the survey shows. Small houses using equipment other than standard makes are the mainstay of the disc equipments.

Protest Session

New York—The "national protest meeting," sponsored by the eastern Pennsylvania exhibitors' unit, is under way, with Walter Vincent, of Wilmer & Vincent circuit, acting as chairman. Details of the meeting were lacking at press time. The purpose of the conference is to protest against M-G-M and Fox sales policies and the score charges. Twenty-one associations are represented.

FOX SCHEDULE

Release Dates Set for 31 Features

Fox has definitely set its release schedule for the next nine months with casts selected for all but three of the 34 productions. Release dates, productions and stars are as follows: Sept. 6, "Merely Mary Ann" with Janet Gaynor and Charles Farrell; Sept. 13, "Bad Girl" with James Dunn and Sally Eilers; Sept. 20, "The Brat" with Sally O'Neill and Alan Dinehart; Sept. 27, "The Spider" with Edmund Lowe; Oct. 2, "Wicked" with Elissa Landi and Victor McLaglen; Oct. 11, "Skyline" with Thomas Meighan; Oct. 18, "Riders of the Purple Sage" with Noah Beery; Oct. 25, "Sob Sister" with James Dunn; Nov. 1, "The Cisco Kid" with Warner Baxter and Edmund Lowe; Nov. 8, "Heartbreak" with Charles Farrell; Nov. 15, "The Yellow Ticket" with Elissa Landi and Lionel Barrymore; Nov. 22, "Business and Pleasure" with Will Rogers; Oct. 29, "Over the Hill" with Mae Marsh and James Dunn; Dec. 6, "Surrender" with Lionel Barrymore; Dec. 13, "Delicious" with Janet Gaynor and Charles Farrell; Dec. 20, "First Cabin" with Ralph Morgan; Dec. 27, "While Paris Sleeps" with Victor McLaglen; Jan. 3, "Cheating" with Linda Watkins and Alan Dinehart; Jan. 10, "Disorderly Conduct" with Victor McLaglen and Edmund Lowe; Jan. 17, "She Wanted a Millionaire" with Joan Bennett; Jan. 24, "In Her Arms" with Warner Baxter; Jan. 31, "The Heir to the Hoorah" with James Dunn; Feb. 7, "Sink or Swim" with El Brendel; Feb. 14, "Stepping Sisters" (to be cast); Feb. 21, "Swindle" with Spencer Tracy; Feb. 28, a De Sylva story with Janet Gaynor and James Dunn; March 6, "The Rainbow Trail" with George O'Brien; March 13, "Young America" with Maureen O'Sullivan; March 20, "Charlie Chan's Chance" with Warner Oland; March 27, "The Devil's Lottery" (to be cast); April 3, "Salomy Jane" with Janet Gaynor and Charles Farrell; April 17, "A Ticket to Hell" with Warner Baxter and Sally Eilers; April 24, "Circumstances" with Elissa Landi and Warner Baxter; May 1, "Son In Law" (to be cast).

Exploitation Ideas
Read Them—Use Them
Every Week
in this
Publication

NEW A-P EDITOR

Formby to Kansas City; Steen to Detroit

William G. Formby, editor of the Weekly Film Review, regional trade paper of the Associated group covering the southeastern territory, this week becomes managing editor of Associated Publications, with headquarters in Kansas City. Al Steen, who has been managing editor of Associated for the last three years, goes to Detroit as editor of Michigan Film Review, another unit of Associated Publications.

Love B. Harrell is the new editor of Weekly Film Review.

ESCAPES DEATH

Boyd and Gleason Have Close Call

San Diego—William Boyd and James Gleason, working in a marine film here, escaped possible death in what appeared to be a plot to blow up a speed boat.

The speed boat was blown up in the harbor and two men were seriously injured. With seven other persons unhurt in the blast, the injured men were saved from the bay waters by a shore boat near Ballast Point.

Harry Fisk, operator of the boat, and who was severely burned in the explosion, told officers he had discovered an oil line sawed in two.

Two Forms in New Exhibition Contract

New York — An explanation of the new contract, adopted by the distributors here, is presented in a recent issue of The Motion Picture Daily. It is reprinted herewith:

The new contract consists of two forms: A master contract, containing 26 standard provisions, which is to be furnished all exhibitors, and a short form, in which will be incorporated the standard provisions, playing arrangement and other details peculiar to the individual transaction.

Cancellation by the distributor of his contract with a defaulting exhibitor or vice versa are the only penalties provided for under the new arbitration system.

RENTALS 7 DAYS IN ADVANCE

The new contract calls for the payment of rentals seven days in advance unless other arrangement is made with the home office, limits to 90 days the time in which a picture may be dated, specifies prior runs if these are made a condition of the sale, bans unethical advertising by subsequent runs and limits them to advertising films before completion of prior run to cases where the playdate is 15 days or less behind the prior run, sets a minimum adult admission of ten cents, permits exhibitors up to schedule to play pictures out of order of release providing they date or pay for the remaining pictures on the contract within thirty days; defines exhibitors' and distributors' rights as concerns substitution, prohibits sale, leasing or giving away of accessories, prohibits the exhibitor to cut any films but newsreels and warrants the producer using no advertising in pictures which compensation has been received.

DEFAULTS ON PERCENTAGE

In case of default on percentage runs, the exhibitor must pay liquidated damages equal to the stipulated percentage of his average day's business for the thirty days preceding the run and if an exhibitor pulls off a percentage picture before the end of the stipulated run, he must pay as damages 75 per cent of his receipts on the last day he played the picture.

The contract also contains clauses similar to that of the old standard contract covering: Warranty as to form, cancellation for religious or racial offense, schedule of licensing and exhibition, provision for percentage payments and personnel and methods of the checking system to be used; delivery, exhibition, return, loss or damage of prints, system of selecting and designating playdates, warranty on reissues, schedule of protection and run, taxes, roadshows, unreleased pictures, default through cases beyond control and acceptance of application.

Production Stride Hit at Columbia

Hollywood—With four pictures shooting and two more scheduled to start within the next few days, Columbia Studios are headed full speed toward capacity production.

"Gallagher," temporary title of a Frank Capra special, is well under way at the company's studios. Loretta Young, Robert Williams and Jean Harlow share headline honors.

"Guilty Generation," a stage play by Jo Milward and J. Kirby Hawkes, is the latest feature to start production at Columbia. Leo Carillo plays the male lead under the direction of Rowland V. Lee.

A Jack Holt-Ralph Graves vehicle, tentatively titled, "The Ghost Walks" has reached mid-production with Edward Sedgwick directing. The story has a newspaper background and an unusual love story interwoven. Sally Blane supplies the love interest.

"The Deadline," working title of Columbia's latest Buck Jones outdoor "special," is nearing completion.

"Men In Her Life," for which a cast of well known stars and players is now being assembled, will go into production within the week. William Beaudine will direct.

A Tim McCoy western "Gamblers' Guns," starts within the next few days.

CAST SELECTED

For "Leftover Ladies"; Kenton Directs

Hollywood—Sam Bischoff, Tiffany production chief, announces that casting has been completed on "Leftover Ladies," new drama in Tiffany's Quality Group. Walter Byron, Marjorie Rambeau, Claudia Dell, Rita LaRoy, Dorothy Revier, Allan Mowbray and Harold Goodwin have been signed for the principal roles.

Shooting starts immediately under the direction of Erle Kenton. "Leftover Ladies" is an original story, based on an article by Ursula Parrott.

SHOOTING RECORD

"Scareheads" Ready on September 1

Hollywood — Establishing the fastest shooting record ever achieved by "Dick" Talmadge on any feature picture, "Scareheads," his latest action production, has gone to the cutting room and is scheduled for release Sept. 1. Gareth Hughes, King Baggot, Virginia True Boardman, her son, True Boardman, Jacqueline Wells, Josepr Girard, Walter James and other screen favorites make up the supporting cast. Talmadge announces that less dialogue and far more action and effects are being incorporated into all forthcoming Talmadge features.

"Penrod" in Oct.

New York—Booth Tarkington's "Penrod and Sam," completed earlier this summer at the west coast studios of First National, will be released nationally on October 3. Leon Janney plays Penrod in this film and Junior Coghlan will be seen as Sam.

Omaha Chatter

The Table Rock Theatre, Table Rock, Nebraska., was seriously damaged by fire recently. The fire started in the hotel next door to the theatre and quickly spread before the blaze could be stopped. L. M. Green, owner and manager of the theatre, has advised the film exchanges to hold up service for at least thirty days until repairs can be made and the remodeling is completed.

* * *

Benny Taylor, formerly of Kansas City, is now traveling out of Omaha for Columbia Pictures. Benny has been on the West Coast for some time and has just recently returned East.

* * *

Phil Monsky reports the installation of one of his Blizzard air cooling systems in the Hill Hotel, one of Omaha's downtown hotels.

* * *

Bill Haycock, exhibitor from Callway, Nebraska, has been seen on Film Row the last two days going in and out of exchanges. Bill is evidently booking up his new pictures while in Omaha, so he will have plenty of time to play golf when he gets home.

TO MANAGE PALACE

Roger Dawson Appointed in Milwaukee

Milwaukee — Roger Dawson will manage the Palace, former local first run RKO house, when it reopens September 4 as a Fox theatre. Dawson, former manager of Fox's Strand here, joined Fox-Midwesco about a year ago as doorman at the circuit's Garfield Theatre. He was formerly newsreel operator for M-G-M in the silent days, and has been very successful as manager of the Strand, also a local first run.

The Palace is being thoroughly renovated at a cost of $10,000 and will operate on a straight picture policy presenting a line of $2 Broadway shows at popular prices. "Young As You Feel" is the opening production followed by "The Smiling Lieutenant," "Merely Mary Ann," "Huckleberry Finn," and "Bad Girl".

New Film Row

Omaha — Erection of a new group of buildings for a film row here is contemplated by motion picture companies, it is said, with the Elson Construction Company of Kansas City promoting the project. Present quarters on Davenport and Chicago streets are declared inadequate, with leases generally expiring next year.

BIG EXPLOITATION

Joe Brown Pulls Heavily in Milwaukee

The fact that the Warner Theatre in Milwaukee did the biggest business it has done since its opening in connection with the personal appearance of Joe E. Brown recently, can be attributed to no small degree to the effective exploitation campaign arranged by Ben R. Katz, advertising manager of the theatres in Wisconsin.

All city and state theatres ran trailers announcing the personal appearance of Brown. Station WISN, Milwaukee, broadcasted nightly a 50-word spot announcement on the star's personal appearance, made in exchange for the running of trailers pertaining to the station, in Warner theatres.

Gimbels featured a Joe E. Brown window and ran several special ads with Brown's picture and copy tying up with his personal appearance. Over 5,000 window cards and snipes were distributed throughout Milwaukee county one week in advance Tie-ups were affected with the F. W. Grand store for a special window display and the distribution of 5,000 cards on Joe E. Brown special sundae, as well as with the Walgreen stores of Milwaukee county consisting of 100 bar and window strips displaying picture of Brown; also 15,000 heralds were distributed in their stores tying up their special sundae feature with Joe E. Brown.

Fifty merchants' windows on Wisconsin Avenue displayed a card welcoming Brown, while sixteen merchants' windows displayed stills of him. Brown was interviewed over Station WISN by Albert Dale, managing editor of the Wisconsin News. A Joe E. Brown welcome parade was held on the opening morning with three bands and a fleet of Chrysler cars in the line of march.

Sunday afternoon August 2, at 3:00 o'clock, each store in the downtown area was placarded with the following copy: "Closed —We have declared a holiday to see Joe E. Brown in person at the cool Warner now." A ballyhoo truck was used two days in advance announcing the appearance of the star. A Warner Theatre employees' meeting was held two weeks in advance with Harold Janecky, manager of the theatre, urging all of his employees to talk up the appearance of the star.

Nashwauk House Dark

B. A. Edelstein has abandoned his Grand Theatre at Nashwauk, Minn., and the showhouse has been taken over by the owner of the building, who, however, is keeping it dark. A portion of the equipment has been taken from the building.

ALONG FILM ROW

Abe Sundberg, manager of the State, Minneapolis, is deserting the bachelor ranks. He will enter the matrimonial state September 23. The bride is Ann Drassick, non-professional of Minneapolis. Sundberg has been regarded as the most handsome and eligible of the unmarried members of the movie fraternity in Minneapolis and it was felt it would be only a matter of time before he succumbed to Cupid.

* * *

Bob Frenzel, auditor of Fox-Midwesco, Milwaukee, was a Twin City visitor the past week.

* * *

Eddie Ruben, Publix Northwest divisional director, is back at his desk after a brief vacation at Lake of the Woods, Minn. In addition to his own duties, Mr. Ruben now assumes those of J. L. Ludwig, who has been transferred to another post.

* * *

Bob Brose, formerly manager of the State Theatre, Minneapolis, and Lyceum, Duluth, has been appointed city manager for Fox-Midwesco at Oshkosh, Wis. He is a Minneoapolitan.

* * *

The publicity staff of the Minnesota Theatre had a nice tie-up with the Minneapolis Star that got the showhouse some good publicity and, at the same time, brought good cheer and happiness to a group of crippled children. The staff arranged to take the elephants from the "Circus Days" unit playing the Minnesota to the Shriners' hospital for crippled children for a performance. The paper ran a story and pictures on the event.

* * *

Eddie Ruben is vacationing for a few days in the Northern Minnesota woods. The general divisional director for Publix Northwest theatres only recovered from a painful case of poison ivy contracted at his Lake Minnetonka summer home.

* * *

Publix has taken the entire United Artists' 1931-32 product for its Northwest circuit. Al Hoffman, United Artists' exchange manager in Minneapolis, closed the deal with Eddie Ruben, Publix division manager.

* * *

"Huckleberry Finn" will be the first picture to be shown in Willmar, Minn., on a Sunday. The initial Sunday show made possible as a result of an election in favor of the Sunday performances and the city council's overriding of the mayor's veto of the ordinance legalizing the Sunday shows, is scheduled for September 6.

Bill Robinson from the staff of the Minneapolis Tribune has been appointed assistant advertising manager for the RKO division under Morgan Ames of Minneapolis. He will help Dick Gilbert who has been making a considerable name for himself as division advertising manager, his exploitation stunts and numerous tie-ups attracting much attention for the Orpheum Theatre in Minneapolis especially.

* * *

W. A. Ronning has been appointed booker of the Minneapolis Columbia exchange, succeeding J. A. Behen, resigned. Mr. Ronning with with Colummia as a salesman several years ago and since that time has been on the sales, staffs of Tiffany in Minneapolis and Universal at Sioux Falls, S. D.

* * *

Morgan Ames and Dick Gilbert, division and exploitation manager, respectively, of RKO in Minneapolis, are back from Des Moines where they assisted in preparations for the reopening of the Orpheum Theatre there. The house, formerly operated as a vaudeville-film theatre, has been closed for the summer. It will have a straight film policy this season.

* * *

Circuit officials and independent exhibitors were present at a screening of "The Squaw Man," M-G-M feature starring Warner Baxter, at the Publix projection room in Minneapolis last week. The picture made a fine impression.

BEHAN IS BOOKER

For New Capitol Film Corp. Here

Joe Behan, prominent for many years in Minneapolis film circles, has been appointed booker for Capitol Pictures Corp., which is entering the Northwest field with the opening of offices in the former Tiffany exchange, 64 Greenwood avenue. Mr. Behan formerly was with Columbia and M-G-M.

The Capitol exchange will be managed by Joe Stern who is a veteran in the film industry. The sales staff will include Louie Sosna, formerly with Pathe. Capitol product includes six Hoot Gibson westerns, 12 Monogram melodramas, eight Tom Tyler westerns and eight Bill Cody westerns. Two other features being released by it are "Today," starring Conrad Nagel, and "Father and Son," with Clara Kimball Young.

Coming!

to pack thousands of theatres

RICHARD TALMADGE

"ACE" of Screen Daredevils in the 3rd. of his smashing "ACTION SIX"

"SCAREHEADS"

The highest powered Newspaper melo-drama since "FRONT PAGE" the picture that mopped up

RICHARD TALMADGE takes this space to congratulate Howard Hughes on the smashing success of his sensational newspaper melodrama, "The Front Page." Although "Scareheads," Talmadge's smash newspaper drama, was scheduled for production long ago, Mr. Hughes beat us to it and we are glad he did for this great picture proved that millions of fans will pack thousands of theatres to see a great picture, depression or no depression.

"SCAREHEADS," the third of Talmadge's high powered "Action Six," is Talmadge's best to date. It gives the "Ace" of screen daredevils the big chance to do his stuff not duplicated by any Star in pictures today. Power, speed, action, punch describe "SCAREHEADS," and presents the famous "Dick" at his best, in the kind of a story and the kind of entertainment millions will applaud and hugely enjoy. High powered advertising and exploitation backs up this latest Talmadge release. GET A COPY OF THE SMASH PRESS BOOK NOW.

DO IT NOW
Get a copy of the Big Time Advertising and Exploitation
BOOK CAMPAIGN
"Scareheads"
that shows you how to mop up with

RICHARD TALMADGE PRODUCTIONS, INC.—Universal City, Calif.

Book, Boost and Clean up with TALMADGE'S ACTION SIX

Increase Attendance

With the Trie

SCOOTE

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

Wins Kids

How to Orde
Scooter-Nite

Required starting or
can best estimate the n
but your first order n
Four Cards are furnish
your theatre name, fo
thus on minimum orde
96 Record Cards. Her
tre name, are furnished
A 120-ft. Trailer is loa
and a deposit of $3.60
desired. This deposit i
return of Trailer.

The Steel Stamping Company

Factory, Lorain, Ohio

d and Proven

R-NITE

Sure-Fire
Juvenile
Trade
Builder

Full Description of $3 Retail Value
3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

on Sight!

for
lan

is 24 Scooters. You
ber you may require,
be at least for 24.
free, imprinted with
ach Scooter ordered;
u would receive free
imprinted with thea-
r $3.00 per thousand.
for two weeks only,
required if Trailer is
turned to theatre on

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ______________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) __________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre __________________________ by__________________Mgr.

Town _________________________________ State _______________

If member of chain of theatres give name and address of main office below:

☐ Check here, if trailer is desired, and send $3.00 deposit which will be refunded on return of trailer.

____

Attention, Mr.__________________________

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc

THE feminine side of prison life is to be shown in "Ladies of the Big House" now in production at the Paramount Studios. Marion Gering has been given the directorial job and Sylvia is starring.

* * *

Fox studio officials have selected their own baby stars, following the Wampus scuffle over the failure of the publcists' association to elect a Fox femme player. Those selected as "Fox Debutante Stars" are Linda Watkins, Conchita Montenegro and Helen Mack.

* * *

Two writers, Herman Mankiewicz and Percy Heath, have been made producers on the Paramount production staff.

* * *

William A. Johnston has resigned as editor of the Hollywood Herald. He is succeeded by Leo Meehan.

* * *

Nine of the 30 features announced by Tiffany have been completed. Production schedule is said to be 35 per cent ahead of the plans originally designed.

* * *

Activities at United Artists have started with six pictures in preparaton. They are "The Greeks Had a Name for It," "Corsair," "Arrowsmith," "Cock of the Air," "Sky Devils" and "Scarface".

* * *

A series of 12 two-reel comedies will be produced by Frank Gay and Max Slobin.

* * *

"Range War" will be released under the title of "Range Feud". It is a Columbia picture starring Buck Jones.

* * *

Snitz Edwards, well known in character roles, has been seriously ill. He is recovering slowly.

The next Zasu Pitts-Thelma Todd comedy will be directed personally by Hal Roach. The title is "Pajama Party". Elizabeth Forrester, who had a fairly prominent role in "Holiday," has an important role in the comedy.

* * *

And speaking of "Holiday," Dorothy Tree, who was the original young sister in the stage version, will play the part of Ruth Chatterton's daughter in "Once a Lady".

* * *

Joe Sherman, publicist for Metro-Goldwyn-Mayer, and Mary Doran, actress, slipped away to San Diego recently and were wed.

* * *

Mack Sennett studios have suspended activities for a 30-day period. However, the writers will be busy preparing new stories.

* * *

MEMBERS of the various branches of the Academy of Motion Pictures Arts and Sciences are receiving nomination blanks for their choice of winners of the 1930-31 merit awards. According to Fred Niblo, secretary, the nominations should be received at the organization's office before September 15. Announcement of the winners will be made November 4 at the awards banquet, Ambassador Hotel.

* * *

It was a good week for extras. More than 750 got a break with Columbia and Universal using the greater part of them. Pictures calling for a large number of extras were "Gallagher" at Columbia and "Spirit of Notre Dame" at Universal.

* * *

Pola Negri starts soon on her first talkie, "The Woman Commands," for RKO-Pathe. She is recoverng from an illness which threatened to put her in the hospital for an operation. Doctors say she is okay now.

Fox has started production on "Delicious," which is to co-star Charles Farrell and Janet Gaynor. El Brendel has a prominent role.

* * *

Harold Lloyd is about to begin on his next feature comedy. The title of the opus is "The Gate Crasher" and will have a Hollywood background. Active production will start next week.

* * *

Marie Quillan, sister of Eddie, will appear in the first of a series of westerns to be produced by Willis Kent.

* * *

Such titles as "Glamour," "Penthouse" and "Pick-up" don't appeal to Radio officials who are seeking new names for pictures being produced under these names.

* * *

Frank Borzage has ironed out his difficulties with Fox and will remain with the studio as a director. His first assignment under his new contract will be "Salomy Jane." Janet Gaynor will probably play the title role.

* * *

Paramount Studio baseball nine added another victory to its imposing season's record by defeating the Pasadena Cubs, 12 to 10, in North Hollywood. Himburry led the studio nine with three hits out of four trips to the plate.

* * *

Mary Korman has completed an important role in "Are These Our Children," at Radio. She was loaned to that studio by Hal Roach, to whom she is under a long term contract, to appear as leading lady of his "Boy Friend" series. With the exception of a short period in vaudeville she has worked continuously from babyhood under the Roach banner.

* * *

Myles Connolly, associate producer at RKO-Radio, is the proud father of a son born at St. Vincent's Hospital. This is Connolly's second son. The first is eighteen months old. Mrs. Connolly, before her marriage, was Agnes Bevington, concert pianist.

* * *

JAY BRIAN CHAPMAN, who has frequently confessed to the McFadden Publications, is now a member of Don Eddy's publicity staff at the RKO studios. Jay is an old time P. A. who got a lot of front page breaks for Irene Rich in the good old silent days. He was recently with First National Studios in Burbank.

Industry Big User of Nation's Airways

Chicago—Members of the motion picture profession, both artists and executives, are noted for their ready adoption of any new device or convenience made available to them. Nowhere has this been more evident than in the aviation industry.

Cities in which motion picture studios are located were the first to show any considerable amount of air mail shipments. From Los Angeles and Hollywood, the air mail poundage of letters, films, advertising material and other mail matter, has increased steadily until it is among the first cities in the country in air mail shipments, according to United Air Lines.

When 31-hour transcontinental passenger service was inaugurated by United Air Lines early this year, members of the profession were the first and most frequent to make use of the new service, welcoming the time saving possibilities which enable them to have breakfast at home today and dinner in New York tomorrow night.

With the recent inauguration of national air express service by various air transport systems, a great deal of the rush flims, particularly newsreels which depend upon the time element have moved on the air express schedules. In the national surveys made preliminary to the establishment of the express service, film companies expressed a most emphatic interest and have justified their interest with actual shipments.

Not long ago one of the leading film producers, having just completed production on one of the outstanding films of the year, had prospects of an immediate booking on Broadway if the film were there for preview within a specified time. The producer put the film, as well as Helen Twelvetrees, on a transcontinental plane and had both film and star on Broadway a full day before the preview date. The presence of the star added considerably to the publicity attending the opening of the film.

On United Air Lines, whose two subsidiaries, Boeing Air Transport and National Air Transport, from the 31-hour transcontinental route over which air mail service was pioneered, approximately sixty per cent of the transcontinental air mail has been carried. And with the more recent inauguration of the 31-hour coast to coast passenger service, many members of the motion picture industry have traveled that route, saving hours of valuable time over surface methods of travel.

Frequently executives located in opposite sides of the continent and not willing to travel the entire distance, will arrange to meet midway in Chicago, the one coming from the Pacific overnight, the other coming from New York in a mere eight hours. Much more can be accomplished, they have discovered, by personal contact than by long-winded correspondence or even by long distance telephone.

Outstanding among artist members of the profession who have recently used the service of the United Air Lines over various sections of its widespread network, are Douglas Fairbanks and Mary Pickford, Will Rogers, the indefatiguable air traveler, Edward Everett Horton, and Sally O'Neill. Many of the writers now engaged in Hollywood have traveled to Hollywood by air, notable among these being Eugene O'Neil. Newspaper writers covering special assignments in the movie city have made up a veritable army on the nation's air lines. Among these, Harry Brundage, whose series of intimate articles about various stars appeared in book form not long ago.

Mack Sennett, famous comedy producer, is a frequent user of the air lines and not long ago, one of his transcontinental trips suggested a story for one of his comedies, using the air trip as a part of the plot. One of the feature pictures now being distributed, uses the regularly scheduled transport lines to take three girl heroines from Hollywood to Chicago.

The air service as presented by United Air Lines is well calculated to the convenience of a class of people whose time is so valuable. Leaving Los Angeles on a direct connecting line of Western Air Express, there is a choice of two schedules, one leaving early in the morning and arriving in Chicago at 8 o'clock next morning and in New York at 4:45 that afternoon. Or, leaving Los Angeles after dinner in the evening, the traveler is in Chicago at 7:15 the next evening, where he may remain overnight in Chicago, arriving in New York at 4:54 p. m. next day—or take an overnight train to the metropolis.

Billiard Series

New York — Willie Hoppe acknowledged world's champion billiard player for years, has been signed by Metro-Goldwyn-Mayer to show the world how to play billiards correctly in a special short subject directed by Zion Myers. As a contrast to his polished work, Henry Armetta and Monty Collins have been hired to demonstrate clearly how not to play the historic old game.

WE MEET *In* HOLLYWOOD

By Warren Stokes

OTTO BROWER

It is know a known fact that directors go on drinking parties following previews of their pictures. We met Otto Brower on just such a party.

While a large number of people go to the drug store to purchase the stimulating beverage for a house party, Otto Brower defies convention by taking his friends right on the premises. In answer to the clerk's "same as usual?" he answers with a nod of the head and is immediately served with a large tumbler of Coco Cola with two straws.

It was during one of these wild Hollywood parties, following a preview of his latest directorial assignment, "Hard Hombre," starring Hoot Gibson, that Otto Brower confessed to having been born in Grand Rapids, Michigan, ranching for several years in Montana, and trouping for four years as a Shakespearian actor with Robert Mantell.

Back in 1927, he started as a "pinch hitter" while assisting Richard Rosson in the filming of "Shooting Irons." Rosson became ill and was sent home. Brower went ahead and filmed the remaining scenes, wiring the studio that he was doing so. Results were highly satisfactory. He repeated a like operation while assisting William Wellman on "Beggars of Life." Rain threw the company behind schedule. It was divided into two units, Brower taking the one with the scenes and players of lesser importance, and the lost time was made up.

Following his two "pinch hitting" jobs, Paramount appointed him as a director and he did "The Santa Fe Trail," "Border Legion," "Light of Western Stars," "Fighting Caravans" and others.

We learned that Otto Brower had a serious motive behind the drug store party habit following a preview. He confessed that at such gatherings he overheard a lot of valuable unbiased comment from the customers discussing the picture pro and con. To say the least, he overheard plenty in regard to "Hard Hombre," enough to make him feel satisfied that he had given the public an entertaining picture.

OPPOSITE DEL RIO

Warner Baxter Signed for Radio Role

Hollywood—Warner Baxter will once more play the gallant caballero, this time opposite Dolores Del Rio in Radio Pictures' "The Dove" from the famous stage play by Willard Mack.

J. I. Schnitzer, president of RKO-Radio Pictures, announced that Warner Baxter would appear in the role played by Holbrook Blinn on the stage. It is a characterization not unlike that of the famous Cisco Kid, except that in this case Baxter will be on the right side of the law.

"The Dove" is scheduled to go into production during the first week of October under the direction of Herbert Brenon.

The ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
PHIL POIRIER, *Manager*

LOS ANGELES
WILSHIRE *at* RAMPART

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

This Showmen Uses Real Showmanship

UNLIMITED exploitation possibilities are shown by the activities of Eddie Selette, manager of the Arcadia Theatre in Portsmouth, N. H., who seems to be on his toes all the time and takes advantage of every opportunity to get increased patronage. To start with he calls the Arcadia "The Patrons Theatre" and supplies those attending with blank forms which they fill out with the selection of features they wish to have him show. Then he has a series of special nights, Tuesday being devoted to chinaware, Wednesday he gives away a free radio, Thursday is "Merchants' Night" with premiums and merchandise donated by local merchants. On Saturdays he runs a "Booster Club" and everyone attending has an admission card which is serially numbered. There are twenty-five numbers posted outside the theatre every Saturday and the holders of membership cards bearing these numbers are admitted free.

On the starting of a new serial he advertises that the first 50 kids to appear at the theatre on the opening day will be admitted free, and from the looks of some of the pictures which appeared in the local papers this drew a lot of gids. Also the serial business is further boosted by membership cards which, when presented at the door, the names of the holders are collected and ten names each performance are selected for free admission to the next episode.

He secured from a mail order house two beautiful bicycles which were awarded to the most popular boy and girl on a basis of ten votes with each admission ticket bought. This was run in conjunction with a local paper.

To further keep his house popular with the public every week he furnishes the bus line running out of Portsmouth with 800 programs which contain a complete bus schedule on the back cover. He also has a tie-up with the bus company which sells a combination transportation and theatre admission ticket at reduced rates. He is furnishing paper bags with some exceptionally clever copy for the theatre printed on them to several of the merchants and also he furnishes the local ball team with its admission tickets which contain the theatre advertising on the reverse.

Eddie has certainly showed himself a go-getter for the theatre and has made the name of his house a familiar one in Portsmouth and surrounding countryside. He has even gone to the trouble of furnishing book covers for two circulating libraries with the entire back carrying the message of his theatre to hundreds each week. This is the kind of activity that makes for success and it sure has proven its worth by results he has obtained, not only in Portsmouth, but in other places where he has been sent to boost business.

Felt Hat Tie-up

THE merchants in your town will be glad to cooperate with you in this stunt:

Last fall the merchants of Columbus, Ohio, wanted to promote felt hats. The Merchants' Association came to the rescue and made arrangements with a local theatre to accept straw hats as the price of admission to a matinee. The result was that practically every youngster in the city persuaded dad to give up his straw hat, so that a free ticket would be forthcoming. Thousands of hats were turned in, to be given to charity in the spring.

Plan this stunt now, as straw hats officially go out September 15. The merchants will be willing to pay well for this cooperation as it boosts the sale of felts.

Classified Ads Boost "Horn"

AL GONSIOR, manager of the Virginia Theatre, Champaign, Ill., included an interesting "questionnaire contest" in the extensive campaign he used to help succeed in his showing of "Trader Horn."

The Urbana Courier ran a classified ad questionnaire contest on "Trader Horn," for two days previous to the opening of the picture at the Virginia Theatre. Questions pertaining to certain incidents in the production were placed among the classified ads, and theatre tickets were awarded as prizes to those patrons sending ing the most correct replies.

Good Contest On "Politics"

A SMASHING contest offering $50.00 in cash prizes was included by Jerry O'Connell, manager of the Loew's Allen Theatre, Cleveland, Ohio, in the extensive campaign he used to exploit his showing of the Metro-Goldwyn-Mayer production, "Politics."

The novel contest ran in the Cleveland News for four days, under the title "What Would the Men Do, If the Housewives Went on Strike?" The contest was started on the Friday previous to the opening of the picture, with a two column picture of Marie Dressler and Polly Moran, double headlines and an interesting story. The results of the contest were published in the News during the run of the picture, with $50.00 in cash prizes and guest tickets offered for the best answers.

For a street ballyhoo, O'Connell used four men—who carried copy reading "The Wife's On Strike—She's In 'Politics' Now at Loew's Allen Theatre."

Children Contests Draw Business

FOX Midland theatres in the Kansas City territory have been drawing crowds and obtaining a world of good will this summer by staging children's contests.

In Sedalia, Mo., the Fox Liberty Theatre put on one of the most successful contests in the circuit. Twenty-eight young girls were entered, representing as many merchants in the city. Newspaper advertisements of the merchants carried pictures of the entrants and valuable theatre publicity.

The young beauties appeared during an entire week and a different stage attraction in connection was presented each night. The theatre presented the prizes. Newspapers and merchants cooperated enthusiastically. The contest idea was worked out by Fred Souttar, Fox Midland exploitation director.

Ideas for "Up for Murder"

STUNTS used on "Up for Murder" at the Metropolitan, Baltimore: Radio broadcast one week in advance and currently; giant 24-sheet net banner suspended at intersection in front of theatre; tie-up with McCrory's 5 and 10 Cent Store, in which they inserted candy slips into every bag of candy that was sold. These slips were imprinted with the name of the attraction, and lucky numbers. Fifty lucky numbers were posted in the lobby of the theatre, which entitled winners to passes; front window display of McCrory's 5 and 10 Cent Store was given over to tie-up; 2,000 tab "News-Heralds" were distributed. Some of these were distributed from prominent news stands in the city.

Two Stunts for "Night Nurse"

IN the exploitation of Barbara Stanwyck in "Night Nurse" at the Stanley, Jersey City, Charles Carroll got up two stunts that helped to arouse public interest. First of these stunts was a clover booklet entitled: "Confessions of a Night Nurse" as written by the heroine of Dora Macy's stirring novel. The "confessions" ran about twelve hundred words, was neatly printed on glazed paper and had an attractive cover. To add to the value of the book was a mathematical stunt by which one could by adding up certain columns of figures ascertain his or her normal blood pressure. The second stunt was an enormous practical book in the theatre lobby. Crowds of people attacted to it turned its pages to read the printed matter and examine enlargements of scenes from the picture.

Fire Tie-up

MANAGER C. J. LAWLER tied in very nicely with the fire department to exploit "The Fourth Alarm" playing at the Publix-Lawler at Greenfield, Mass. Through the sanction of the fire chief, a large sign was put on the main door of the Central Fire station, the sign reading, "Nobody at home today—We can be located at 'The Fourth Alarm' at the Lawler Theatre." The sign created a great deal of comment and was excellent publicity for the picture.

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

Timely Advice on Heating Equipment

SOME timely advice is being given out by J. H. Elder, maintenance director for Publix, who suggests that attention should now be given to the heating equipment. By carefully looking over the equipment now and making the necessary alterations and repairs, all will be in readiness when cold weather sets in, he points out.

"It is very essential," says Elder, "that heating equipment in all theatres be checked, cleaned and any necessary repairs made prior to the next heating season. To do this work now will cost less than if we waited and made the necessary repairs just before or after putting the equipment in operation for the winter.

"Below are a few items that should be checked in connection with your heating equipment:

"Fire-boxes, ash pit, back connections and all oil-burning equipment should be thoroughly cleaned.

"All boiler brick-work, fire-brick, grates, sections, tubes, flanges or seams should be inspected, repaired or replaced where found necessary.

"Damper regulations, safety valves and gauges should be carefully checked, adjusted or replaced.

"Gauge glasses should be cleaned and where necessary replaced.

"Vertical or horizontal flues or chimneys, boiler sections and tubes should be thoroughly checked, cleaned and replaced, and repairs made, if possible.

"All air leaks in horizontal or vertical flues should be properly sealed with cement or fire resisting material. (Leaks can be determined by the use of a candle light, as the leak will draw or blow the flame, thus indicating that a leak exists.)

"Repair or replace all defective or leaking pipes, valves, radiators or other parts of such equipment. Repack all valves or hand-operated valves, radiators, pipe lines or boilers. Check all pumps and motors in connection with this equipment and see that they are thoroughly cleaned and in good condition.

"Inspect fans, fan motors, and see that these items are in perfect condition.

"Emergency repairs to equipment of this kind are very expensive in more ways than one, which makes it very important to be sure that the heating equipment is in first class operating condition in advance of the actual time this equipment is necessary.

"Be sure the boiler room is thoroughly cleaned, and everything in perfect operating condition prior to the next heating season."

SMALL PROJECTOR

Portable Type Marketed by Arc Products

Arc Products Co., the newly organized equipment firm, is marketing a portable projector for black or white or natural color, adaptable for disc or sound on film.

Known as the Vocolor projector, the equipment can be assembled or disassembled in five minutes, and will pack in two compact rectangular containers with a combined total weight of less than 160 pounds, so that one man and a small car can handle it for any distance or purpose, the company states.

Among features claimed for the Vocolor projector are: long range "throw," showing color pictures as large as black and white; complete flexibility, enabling change from color to black and white, or vice versa, at will; normal speed of projection for color, same as black and white; low price of machine.

The apparatus is of simple construction, and the small number of parts means greater ease of operation.

A 16mm, Cocolor camera and projector also are put out by Arc Products. Vocolor is described as a simple process which takes color pictures on ordinary black and white panchromatic film through rotating color discs in the camera and projects through corresponding discs in the projector.

NEW LAMP LINE

Decorative Mazdas at 25 per Cent Cut

A new line of decorative Mazda lamps retailing at 15 cents was announced by Gerard Swope, president of the General Electric Company on, August 22. This represents a 25 per cent lower price than that at which standard lamps have previously been offered.

The new lamps are made in the 30-watt size; spherical bulb shape, and in two standard voltages, 115 and 120 volts. They are available in a variety of six bulb finishes and colors.

The lamps are intended primarily for decorative purposes but may also be used for general illumination.

FIREPROOF SCREEN

Visibestone Offers New Protection

Asbestos fibre is used in the manufacture of a new sound screen recently perfected by Keasbey & Mattison of Ambler, Pa. The screen is known as Visibestone and is being distributed by National Theatre Supply Company.

Keasbey & Mattison are internationally known as manufacturers of asbestos products. Asbestos curtains of their manufacture are widely used in theatres throughout the world. The new sound screen, being practically impervious to the application of heat or flame, should serve as a reliable barrier between the possible back stage fire and the audience.

In addition, it is claimed that the rod-like texture of the Visibestone screen lends unusual depth to the projected picture, while the scientifically compounded mesh permits greater and more even sound filtration. It is also pointed out by the manufacturer, that the ew screen very definitely corrects distortion of both sight and sound, now so noticeably apparent in many theatres. This correction is attributed to the special weaving and rod-like texture of the screen. Light is evenly reflected from the round surfaces of the asbestos threads into the remote angles of the auditorium.

ON FULL PAY

Operators Took Cut For Ten Weeks

New York—Operators throughout the country, who took salary cuts averaging 7½ per cent over a period of ten weeks, are back on full pay again. It is estimated by William Canavan, head of the International Alliance of Theatrical Stage Employes and Motion Picture Machine Operators, that exhibitors in Canada and United States were saved $800,000 by the voluntary cut.

Circuits and independents profited equally by the reduction, Canavan pointed out. He further stated that there were no strings attached to the offer. "We did it because we felt it our duty to help the theatre owners in time of need," Canavan explained.

DEPENDABLE
GARVER
KURRENT
CHANGER
Quiet in operation. Does not interfere with sound system or radio. Recommended by three leading lamp manufacturers as the ideal rectifier for low intensity projection. Write for Complete information today.
Garver Electric Co.
Union City, Indiana
Ask Your Dealer

ABIDE BY RULES

Ticket Industry Agrees to Trade Code

Trade practice conference rules suggested by the Federal Trade Commission for the roll and machine ticket industry in which members agree to strictly ethical business practices and the standardization of rolls and tickets, have been accepted by 13 firms. Company names and by whom represented at the conference follow:

American Amusement Ticket Mfrs.' Assn., Washington, D. C., Charles Comradis; Ansell Ticket Co., Chicago, George Clendenning; Globe Ticket Co., of N. E., Boston, Mass., J. W. Cummings; World Ticket Supply Co., Inc., New York City, J. C. Enslen; Nation Theatre Supply Co., Chicago, W. E. Green; Globe Ticket Co. of Cal., Los Angeles, H. R. Keen; Globe Ticket Co., Inc., Jacksonville, Fla., H. R. Keen.

Weldon, Williams & Lick, Fort Worth, Ark., C. A. Lick; Technical News Service, Washington, D. C., B. F. Linz; International Ticket Co., Newark, N. J., Milton M. Manshel; Simplex Ticket Co., Chicago, W. L. Peabody; Automatic Ticket Register Co., New York City, A. G. Seeback; Globe Ticket Co., Philadelphia, Pa., P. C. Snow.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and **send in your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Title________________
Star________________
Producer________________
Comments________________
____
____
____
____
____

Exhibitor's Name ________
House Name________________
Town________________
State ________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

1,800 FINELY appointed spring cushion chairs; brand new; full upholstered backs; wonderful buy. Write for photo. C. G. Demel, 845 South State, Chicago, Ill. 9-8

PRACTICALLY NEW — Two Peerless low intensity reflector arc lamps, two Forest rectifiers; perfect condition; reasonable. Detroit Service, 477 West Alexandrine, Detroit. 9-1

TWO SIMPLEX machines, rewind, rectifier, Phototone nonsynchronous, reasonable. W. Gertman, 729 West 21st Place, Chicago, Ill. 9-1

BRANDT automatic changemaker with chute to deliver change to customer; like new, $65; cost $125. B-379, Associated Publications.

FOR SALE — Three Simplex projectors rebuilt, two Powers 6B, two Strong Hy-Low lamps, two incandescent lamphouses and regulators, two motor generators, three amplifiers, Racon horns with giant new type units priced right for quick sale. F. T. Welter, Dausau, Wis. 9-1

THEATRES FOR SALE

FOR SALE OR LEASE—Lyric Theatre, Erwin, Tenn.; 350 seats, disc equipment, population 5,000; one competitor; $2,500; cash, $250. Easy terms on balance. F. E. Perryman, Elizabethton, Tenn. 8-25

COMPLETE equipment, talkies, can continue to operate or move. Batavia Theatre, Batavia, Ohio. 9-1

NEARLY NEW equipment, sound-on-film, Sunday town. Grand Theatre, El Paso, Ill. 9-1

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

POSITIONS WANTED

AT LIBERTY—Good sound operator; do own repair; married; willing worker; moderate salary. H. Swatek, 401 Gelbert Ave., Peoria, Ill. 9-1

OPERATOR AT LIBERTY—20 years' experience; will go anywhere; married, steady and reliable. B-380, Associated Publications. c9-8

EXPERIENCED sound projectionist, repairman, wants position; disc. Paul Hadley, Piggott, Ark. 9-1

THEATRES WANTED

THEATRE WANTED—Experienced theatre man will lease or rent theatre in town over two thousand. Will install new equipment and remodel if conditions justify. Princess Theatre, Cayuga, Ind. 9-1

MOVIES for lease, sale or trade. Describe fully. Miller Theatre Broker, 321 Securities Bldg., Des Moines, Iowa. 9-1

MOVIE—Fully equipped, $2,250. Miller Theatre Broker, 321 Securities Bldg., Des Moines, Ia. 9-1

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) { 10c a word; 4 insertions at price of 3

Kindly insert the following ad ________ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____
____
____
____

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

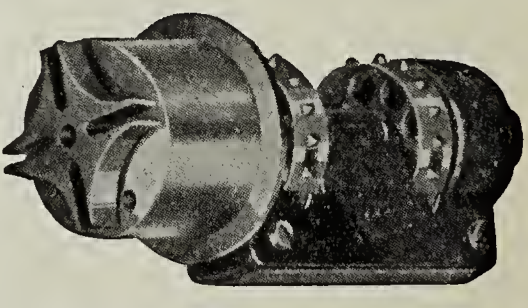
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE
EFFICIENCY SERVICE
SUPPLY DEALERS



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Caught Plastered

RKO—72 Minutes

Cast: Bert Wheeler, Robert Woolsey, Dorothy Lee, Lucy Beaumont, Jason Robards, DeWitt Jennings, Charles Middleton, Bill Scott, Nora Cecil, Josephine Whittell. Directed by William Seiter.

Here again we have the popular trio consisting of the eminent Bert Wheeler and Robert Woolsey, and sweet Dorothy Lee. A laughing good picture that should please any audience—very cleverly handled and contains laugh after laugh, which is broken at intervals by touches of sadness that last for only a moment, however, and then soars to the topmost heights of mirthful laughter again. And with Ralph Spence as writer of the dialogue, you know it's bound to be good. The original title of this picture was "Full of Notions."

Lucy Beaumont plays the very convincing role of the pathetic, motherly widow, who has an unprofitable drug store on her hands, a mortgage loan to meet, the choice between the Old Ladies' Home or making the drug store pay, and no one to help her. That is, until Wheeler and Woolsey come to the rescue and manage the store for her, and then things start "percolating." Complications begin to develop when the man holding the widow's note refuses to sell her any more drugs, with the result that Wheeler and Woolsey discard the sale of drugs entirely (a slam obviously at the chain stores), but sell practically everything else. This angers the villain, especially when he sees they are on the road to success, for he wants to buy the property from the widow for almost nothing; so he makes arrangements with a bootlegger to sell them what is supposed to be a famous lemon soda, but in reality, unbeknown to Wheeler and Woolsey and the widow, contains intoxicants. The drug store is packed with customers after that, and the fun begins when everybody gets "stewed." Dorothy Lee, who is the daughter of the chief of police, and the girl of Wheeler's heart, is in the drug store at that time, and does some amusing antics in her drunken stupor. At that time, also, the villain calls Dorothy's father and tells him to raid the place as a speakeasy. Everyone is taken by surprise when the police arrive, but it all ends happily with the villain under arrest and the widow independently rich, without having to face the prospect of spending the rest of her days in a home for the aged.

SELLING SEATS: Just advertising the popular trio should be enough to let 'em know there's a good show in town. Tie-up with the drug stores in your community, featuring a special Wheeler-Woolsey lemon soda, but of course not spiked as in the picture, if you want to be within the law.

Bad Girl

Fox—90 Minutes

Cast: Sally Eilers, James Dunn, Mina Gombell, Frank Darien, William Pawley. Directed by Frank Borzage.

Story by Vina Delmar that is packed with human interest and will appeal to all. Looks as though Fox had made a fine discovery in James Dunn who plays the part of the apparently hard-boiled radio man with a heart of gold.

Sally Eilers is the city girl who gets married to escape her brother's wrath and when she is to become a mother keeps it from her husband (James Dunn) for fear it will interfere with his life-long ambition to own his own radio shop.

He thinks she is opposed to motherhood while she feels that he has the same idea and this misunderstanding causes them to drift apart until false fear that their baby had come to harm in the hospital brings out the real feelings with the clinch for a fade-out. Plenty of handkerchiefs will be wet by this one. Borzage did fine work on direction and supporting cast well chosen. Looks like a box office natural.—Southwell.

SELLING SEATS: Title can be used for good exploitation. Sell the new star big, he deserves it. Fine tie-up with radio stores.

Bought

Warner Bros.—83 Minutes

Cast: Constance Bennett, Ben Lyon, Richard Bennett, Dorothy Peterson, Raymond Milland, Doris Lloyd, Maude Eburne, Mae Madison, Clara Blandick, Arthur Stuart Hull, Edward J. Nugent and Paul Porcasi. Directed by Archie Mayo.

Lavish production of just the style for Miss Bennett to wear beautiful clothes to please the feminine audiences. As the daughter of a seamstress she entertains ideas beyond their means and as a model she becomes acquainted with an elderly gentleman buyer (Richard Bennett) who secures her a position as secretary to a doctor with a wealthy clientele. Through this position she meets a son of wealth (Raymond Milland) and is about to marry him when he learns that she is born out of wedlock and after a carefully handled seduction scene she returns to her former boy friend (Ben Lyon), a poor writer. It is then that she learns that the elderly gentleman who has been so kind to her is her own father. He brings about the lovers' reunion at the finish. Excellent sophisticated entertainment especially for the ladies.—Southwell.

SELLING SEATS: A fashion show would tie up well with this one. Sell the star on past performance.

Hard Hombre

Allied Pictures—65 Minutes

Cast: Hoot Gibson, Lina Basquette, C. Raymond Nye, Jack Byron, Rosa Gore, Florence Lawrence, Jessie Arnold, Chris Frank. Directed by Otto Brower.

M. H. Hoffman, Jr., has hit the bull's eye again with his third of the Hoot Gibson series. Nor can we overlook the fact that Jack Natteford penned a story that is decidedly different from the average run of westerns, one that will undoubtedly please Gibson's juvenile fans and increase his adult following.

The story places Hoot in the role of a peaceful ranch hand sticking to his mother's teaching that fighting is bad on the eyes and worse on a man's character. His resemblance to a two-gun desperado gets him into some tight places and humorous situations. With the whole countryside mistaking him for the desperado he has things pretty much his own way until the real killer appears on the scene. Hoot tries to iron out the difficulty in a peaceful manner until his mother is insulted by the bad man. A real fight follows and Hoot cleans up on the killer for keeps.

No stage holdups or cattle rustling and a little less of the hard riding. It is a distinct departure in tales of the west with a new idea in a familiar setting that should prove delightful entertainment both to mass and class.—Warren Stokes.

SELLING SEATS: Bill it as entirely different to anything previously done by Gibson. Sell the fact that a peaceful chap becomes fighting dynamite in defense of his mother.

SHORT SUBJECTS

The Lone Starved Ranger

Radio—20 Minutes

The stuttering comedian, Rosco Ates, plays the part of a starved tramp or should we say ranger. Through no fault of his own he becomes sheriff of a small town and captures Rattle Snake Pete, the sheriff killer. He doesn't stay in town long enough to eat or collect the five hundred dollar reward. Rosco's shorts are always good for a number of laughs.—Sam Brown.

His Wife's Jewels

Paramount—15 Minutes

Here is a clever comedy featuring Tom Howard. Howard is seen as a gentleman safe cracker, who is caught in the act of robbing a safe in a wealthy man's home. The burglar gets into a conversation with the home owner and the dialogue here is very funny. Howard says he can't accept some of the jewels in the safe because they are not up to standard. It's just a lot of hokum comedy that should please the majority. Eddie Cantor wrote the story. It's okay.—Steen.

Big Ears

M-G-M—20 Minutes

In the past the "Our Gang comedies have had an especial appeal to the kids, who usually are good "Gang" fans. But this one is more for the interest of adults, with very little of the old-time juvenile punch which made this series famous. Many more of this type of "Our Gang" comedies will have a bad effect on the future popularity of these shorts. The theme is a domestic one, dealing with a mother and father who fuss at each other continually and the bad effect it has on the child. The idea is all right and it might teach a lesson. But for "Our Gang" material, it's not so good. Wheezer, Petey the dog, and Stymie, the colored boy, are the chief characters.—Steen.

THE LAST WORD

BEN SHLYEN, *Editor-In-Chief*
WM. G. FORMBY, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN President
H. F. STEEN Vice-Pres.
WM. G. FORMBY
Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

THAT PERENNIAL PROBLEM---LEGISLATION

WITH so many state governments in financial hot water it is a foregone conclusion that the legislative sessions this fall and winter will witness even more tax bills aimed against the motion picture industry than in any previous year. The industry was quite successful in defeating a large number of pernicious bills last season. But it will have to double its defensive to be successful in the legislative sessions just ahead.

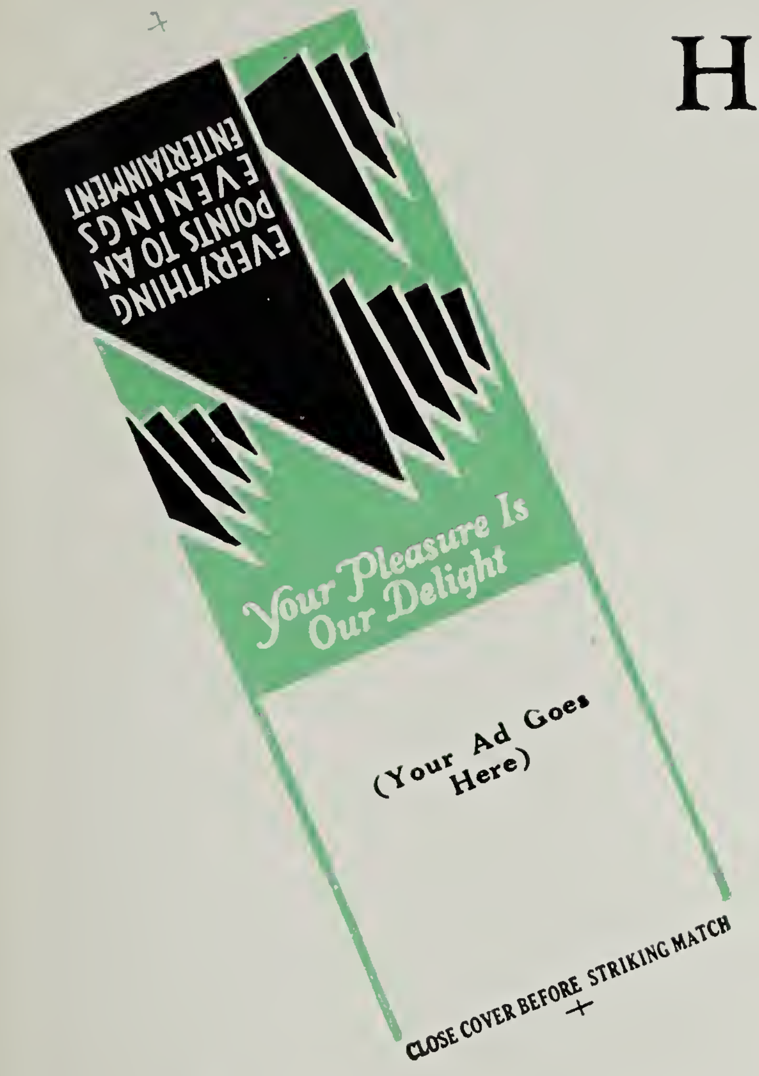
Pete Harrison, champion of the independent exhibitor cause, who has helped them in many instances, is urging the independents to request their assemblymen to put through bills that will place heavy tax burdens on the chain theatre organizations. We're surprised that Pete would make such a suggestion. Adverse legislation of any kind aimed at any faction of this industry would be harmful to the independent exhibitors in one way or another. Too, discriminatory legislation of such kind is very apt to result in tax laws being passed generally against all theatres, including the independents, thus harming rather than helping them. Further it is to be remembered that, if taxation is brought in any state against the producers, such tax will, in all probability, be tacked onto film rentals. An instance is the 5 per cent excise tax that existed during the war.

We believe that a better suggestion comes from Fred Wehrenberg, aggressive exhibitor leader of St. Louis, who has some fine legislative victories to his credit. Mr. Wehrenberg recently made the following statement: "The Missouri Legislature, as you know, adjourned without passing a single tax bill that was detrimental to our industry, though several were presented. This was largely due to the fact that the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, always see to it that several exhibitors are members of the General Assembly. L. C. Hehl, our secretary, has been an active member of the Missouri House for seven years. I would advise all other state units to see to it that exhibitors are elected to the General Assembly. In that way they have close contact at each and every session of the Legislature."

Missouri is not the only state that can boast of exhibitor assemblymen. But there should be, as Mr. Wehrenberg suggests, at least one exhibitor in the House of every state of the Union. Other businesses are so represented. Why should theatremen be an exception?

The time is gone when the exhibitor can hope to pass onto the public any taxation that is placed on his ticket sales or otherwise assessed against his business. It is not too early now to urge that a weather-eye be kept on legislative business this fall and that no stone be left unturned to ward off adverse bills.

Ben Shlyen


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ________________________________

Theatre ______________________________

Town______________ State_____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

Really New Low Prices

Reflector for Mazda, Reflector Arc and Hi-Low Arc.

Heretofore you have paid very high prices for new Reflectors, *but now* your old Reflectors (unless badly pitted) can be refinished *Good as New.*

	NEW PRICE	REFINISHED PRICE	YOU SAVE
G. E. Mazda	$ 7.00	$4.00	$3.00
Simplex Mazda, small	7.00	4.00	3.00
Simplex Mazda, large	9.00	5.00	4.00
Morelite, small	10.00	5.50	4.50
Strong, Peerless, Motiograph, Morelite or any standard low intensity	15.00	6.00	9.00
Peerless, Strong, Ashcraft or H. & C. high intensity	25.00	9.00	16.00

CHECK YOUR REFLECTORS

If they are tarnished, dull or cloudy you are not getting good projection.

Stebbins Contribution Toward Lower Overhead.

Stebbins Theatre Equipment Co.

1804 Wyandotte Street **Kansas City, Missouri**

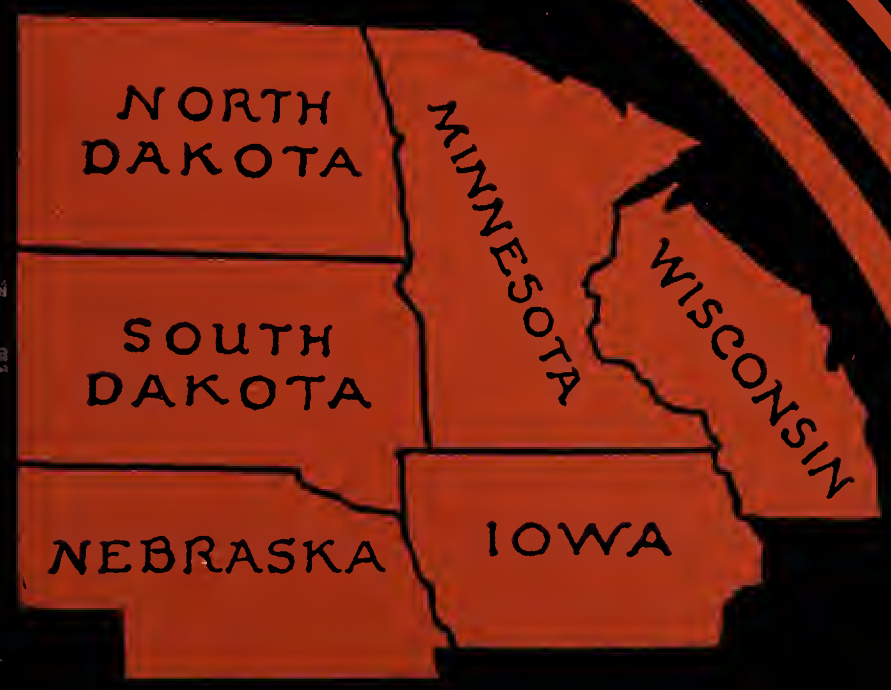
SEPT. 8, 1931
VOLUME XII NUMBER 16

MOVIE AGE

ALLIED CONVENTION UNDER WAY
AT MINNEAPOLIS

NO LABOR AGREEMENT REACHED;
WORKERS STILL ON JOB

CHIPPEWA JUDGMENT IS ORDERED
SET ASIDE


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

HOME AGAIN!

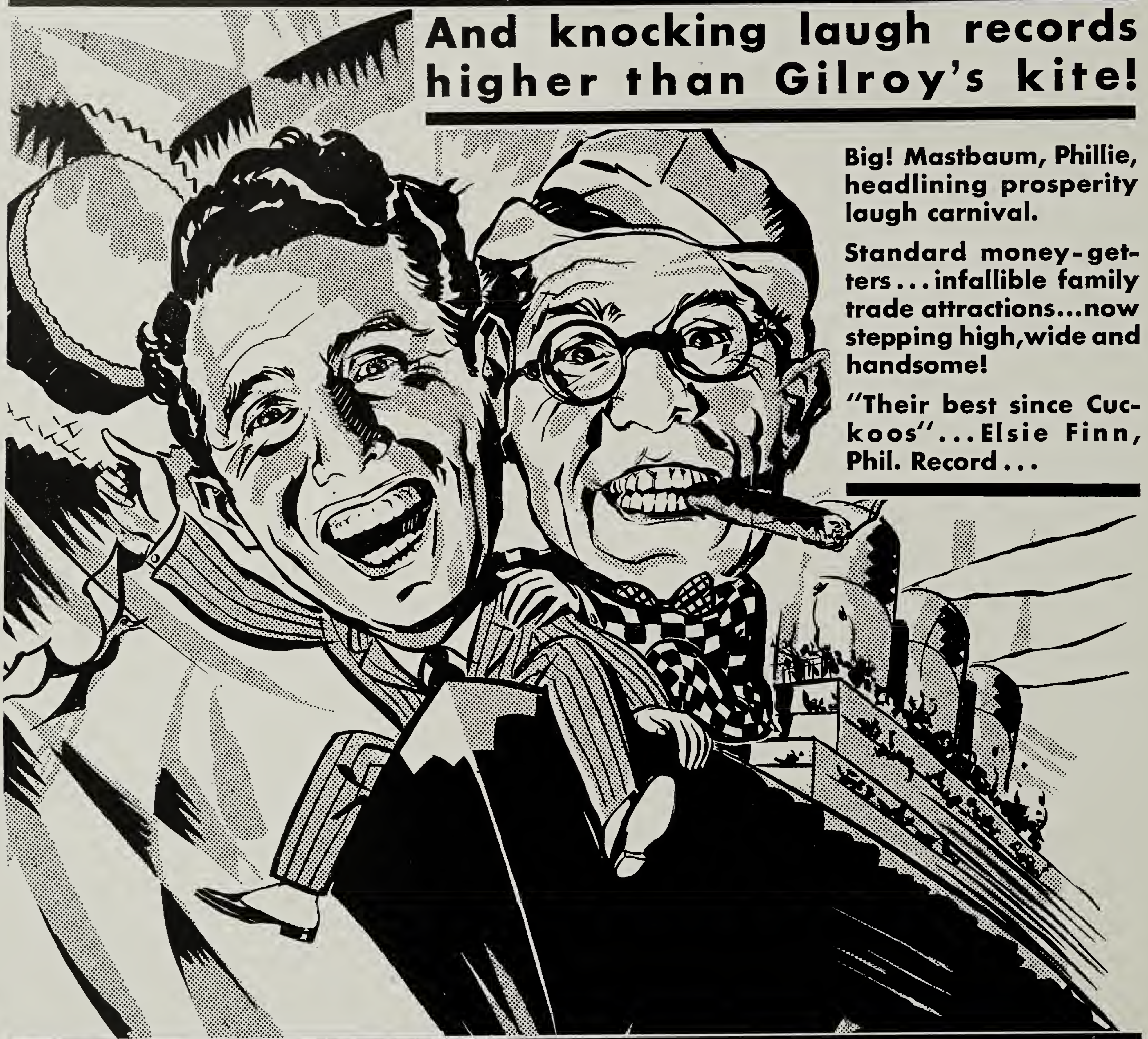
FROM OVERSEAS TRIUMPHS

And knocking laugh records higher than Gilroy's kite!

Big! Mastbaum, Phillie, headlining prosperity laugh carnival.

Standard money-getters . . . infallible family trade attractions . . . now stepping high, wide and handsome!

"Their best since Cuckoos" . . . Elsie Finn, Phil. Record . . .



WHEELER-WOOLSEY

DOROTHY
LEE

RKO Radio PICTURES
Reg. U. S. Pat. Off.

CAUGHT PLASTERED

DIRECTED BY WM. SEITER

TUNE IN! *"RKO Theatre of the Air" N.B.C. Coast to Coast Network Every Friday Night, 10:30 P.M. New York Time*

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.

945 Andrus Bldg.
Phone—MA. 6957

MINNEAPOLIS, MINN.

Allied Hits High Rentals

As Convention Begins; Berger Fight Anticipated; Percent and Average Clauses Scored.

Members of the Northwest unit of Allied States, meeting in convention in Minneapolis this week, are expected to demand of the distributors lower film rentals and elimination of percentage booking.

Economic conditions in the territory are of such a character as to necessitate reduced costs for the average small-town exhibitor if he is to survive the coming season. This is the message which the association will deliver to the exhibitors.

Due to ruinously low farm prices, crop failure in many sections, unemployment and depressed business generally, theatres throughout the section face the worst outlook in their history. The territory is particularly hard hit because it is so dependent for its prosperity on the well-being of agriculture which, at present, is extremely ill, W. A. Steffes, business manager of the unit, declares.

Good Films Still Draw

Independent exhibitors arriving for the semi-annual meeting are not entirely agreed that lower rentals afford the solution for the industry's difficulties. Outstanding pictures are playing to good business in the face of all the adverse conditions, they point out. Such pictures make money for the exhibitors and are worth their current prices. The other sort of product is next to worthless and expensive at any price, according to these exhibitors who feel that at this particular time the producers should be impressed with the necessity of maintaining a high standard of product.

Proponents of lower film rentals point out that operating costs for producers and distributors are considerably lower as the result of drastic economies and salary and

(Continued on page 8)

Theatre and Labor Accord Expected

Argument Now Centers Around Manpower of Orchestra; Both Sides Want Settlement.

Although present Publix and RKO contracts with musicians and stagehands in Minneapolis expired August 31, no agreement has been reached yet between the circuits and unions on the terms for the ensuing season. The men, however, are remaining at their posts while negotiations proceed and when the new contracts are signed they will become retroactive.

Theodore Hays, representing Publix in the negotiations, believes amicable agreements are only a matter of time. He asserts that union representatives are displaying a "co-operative attitude" and he anticipates no difficulty in reaching a settlement on points now at issue.

Manpower Is Issue

The two big circuits are asking for "re-adjustment of conditions to meet operating changes," in Hays' words. Among other things,

(Continued on page 9)

Optimism Reigns

At the Orpheum and the Minnesota Theatres; Big Advertising Budgets Get Business.

Encouraged over the fine showing made by the Minnesota and the RKO Orpheum Theatres in Minneapolis and St. Paul this summer and optimistic over the film product coming up, Eddie Ruben and Morgan Ames, division managers for Publix and RKO, are hopeful regarding prospects for the coming season.

The Minnesota and the two Orpheums actually have been running ahead of the corresponding period a year ago, in the face of the severe depression and intense heat. As for the Minnesota, Mr. Ruben attributes its fine box-office record in considerable part to the exceptionally strong pictures being booked there and to the fact that the Century Theatre

(Continued on page 9)

ERPI BUSINESS UP

Fifteen Units Installed Lately

Business continues good for Western Electric. In recent weeks it has completed 15 theatrical and two non-theatrical installations of its sound equipment.

Theatrical installations were the Liberty, Star, Davenport, Ia.; Majestic, Rhinelander, Wis.; Grand, Wausau; Lyceum, St. Paul; State, Madison, S. D.; West End, Winona, Minn.; Lloyd, Rhinelander; State, Tomash; Dorlin, Brodhead; Alhambra, Monroe, Wis.; Spencer, Spencer; Casino, Sac City, Ia.; and the Cherokee, Cherokee, Ia. Non-theatrical installations were at radio stations WTMJ and KSTP in Milwaukee and St. Paul, respectively.

L. E. Courtemauch, divisional manager of the Western Electrical non-theatrical department, and J. W. Cornrich are here in the interest of the non-theatrical department.

Projectionist Dies

Claude Yoeder, formerly business agent of the operators' union, Fargo, N. D., dropped dead while at his machine in the Fargo Theatre. There was no show on at the time, but W. H. Lewis, engineer of ERPI, Minneapolis, was working on the machine with Yoeder when the latter suddenly passed away.

Comstock to Orpheum

Green Bay—Tommy Comstock, for six months organist at the Capitol Theatre in Sioux City, Ia., has been named organist at the Orpheum here.

Welcome Allied!

By M. E. CUFFEL, Editor

MOVIE AGE wishes to extend its welcome to members of Allied States' Northwest unit attending the Minneapolis convention and to express the hope that success will crown their efforts to improve the lot of the independent exhibitor.

We believe that the independent exhibitor is and will continue to be, the backbone of the film industry. Present trends are away from circuit operation of theatres and toward individual control, which is as it should be. Evidence of this development is found not only in the fact that the larger circuits are, in numerous instances, dis-

(Continued on page 8)

"Age" and "Huckleberry" Get Minneapolis Highs

Minneapolis (week ending Sept. 4)—"This Modern Age" and "Huckleberry Finn" were the big drawing cards of the past week here. The former gave the Minnesota a fine profit, while the latter pulled even better than expected at the State. "Traveling Husbands," at the RKO Orpheum, was helped tremendously by an exploitation campaign and did fairly well, the box-office title helping to offset the cast's lack of draw names.

Aster — **Hush Money** (Fox), Joan Bennett and Hardie Albright. **Business:** Light. **Summary:** The conventional yarn about the girl who errs and then tries to go straight, only to have her past come bouncing back at her. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Lyric—**The Squaw Man** (M-G-M), Warner Baxter and Lupe Velez. **Business:** Fair. **Summary:** The familiar story of the Englishman who assumed another man's guilt, left his native land for the far west and married outside his race; good wholesome drama for all members of the family. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Minnesota — **This Modern Age** (M-G-M, Joan Crawford. **Business:** Very big. **Summary:** One of the best Joan Crawford pictures yet; a very well done sophisticated drama about a wayward mother whose unconventional conduct nearly blasted her daughter's romance. **Entertainment Merits:** 90 per cent. **Short Subjects:** Stage show, sound news, Mickey Mouse cartoon comedy.

RKO Orpheum—**Traveling Husbands (RKO)**, Evelyn Brent and Hugh Herbert. **Business:** Fair. **Summary:** A number of laughs and a few thrills in this moderately interesting yarn about traveling men. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville, sound news, comedy.

State—**Huckleberry Finn** (Paramount), Junior Durkin, Jackie Coogan. **Business:** Good. **Summary:** Great stuff for the kiddies and the grownups will enjoy it, too. A worthy successor to "Tom Sawyer". **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news, cartoon comedy, Sennett fishing picture and Bobbie Jones' series.

Uptown — **Tabu** (Paramount), Reri and Matahi. **Business:** Fair. **Summary:** A colorful and unusual love drama produced on a South Sea island with a cast mostly of natives; no dialogue and lacking in wide audience appeal, but highly artistic. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newscasting, screen vaudeville, Hardy-Laurel comedy.

MILWAUKEE

(Week Ending Aug. 27)

Garden—**Fifty Million Frenchmen** (Warner Bros.), Olsen, Johnson and William Gaxton. **Business:** Fair. **Summary:** A colored picture made from Herbert Field's hilarious play with a plot fashioned almost solely of slapstick. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Riverside—**Traveling Husbands** (RKO), Evelyn Brent and Constance Cummings. **Business:** Fair. **Summary:** A picture with a fast-moving plot which is rather silly at times. The acting is fair. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand (first half)—**The Mystery of Life** (Universal), Clarence Darrow and Dr. H. M. Parshley. **Business:** Good. **Summary:** An illustrated lecture told in a fascinating manner. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Strand (last half) — **The Magnificent Lie** (Paramount), Ruth Chatterton, Ralph Bellamy and Stuart Erwin. **Summary:** A great actress, a blind war veteran and a cabaret singer provide the pivotal characters for this story. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox Movietone News; Comedy.

Warner—**Bought** (W. B.), Constance Bennett, Richard Bennett and Ben Lyon. **Business:** Fine. **Summary:** The story of a little model with a society complex, who on crashing into society finds that it is not all roses. **Entertainment Merits:** 90 per cent. **Short Subjects:** Paramount Sound News; Comedy.

Wisconsin — **Murder by the Clock** (Paramount), Lilyan Tashman, William Boyd and Walter McGrail. **Business:** Fair. **Summary:** A rather lurid picture concerning an eccentric old woman who is murdered and laid in a crypt which she had equipped with a siren. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

OMAHA

(Week Ending Aug. 29)

Orpheum—The **Public Defender** (RKO), Richard Dix. **Business:** Good. **Summary:** Dix plays the starring role of a wealthy young man who for lack of something else to occupy his time, turns to restoring property to the rightful owners, stolen by within-the-law crooks. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville; Newsreel; Comedy.

Paramount — **Young As You Feel** (Paramount), Will Rogers and Fifi D'Orsay. **Business:** Very good. **Summary:** It all happens when Will finds his sons aren't paying any attention to the cattle business, in which he has made a fortune and that they are all out for golf and art. When Fifi D'Orsay comes along with her cute French ways, Will starts in pursuit and he doesn't come to an abrupt halt until he has painted the home town red, and then goes on to Paris in pursuit of life and contentment. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy and Newsreel.

State (first half)—**Hush Money** (Fox), Joan Bennett. **Business:** Good. **Summary:** The story of a girl who marries without telling her past. An old indiscretion turns up in the form of a racketeer, to collect blackmail or ruin her life. **Entertainment Merits:** 85 per cent. **Short Subjects:** Cartoon; Newsreel; Comedy.

State (second half) — **Goldie** (Fox); Jean Harlow, Warren Hymer and Spencer Tracy. **Business:** Average. **Summary:** The story of two gobs who pal together, chase girls in every port, get drunk together, etc. Jean Harlow plays the vamp. **Entertainment Merits:** 80 per cent. **Short Subjects:** Cartoon; Newsreel; Comedy.

World—**Gold Dust Gertie** (M-G-M), Olsen-Johnson and Winnie Lightner. **Business:** Good. **Summary:** Winnie Lightner plays the part of Gertie who is blessed with a matrimonial complex, and when

(Continued on page 9)

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

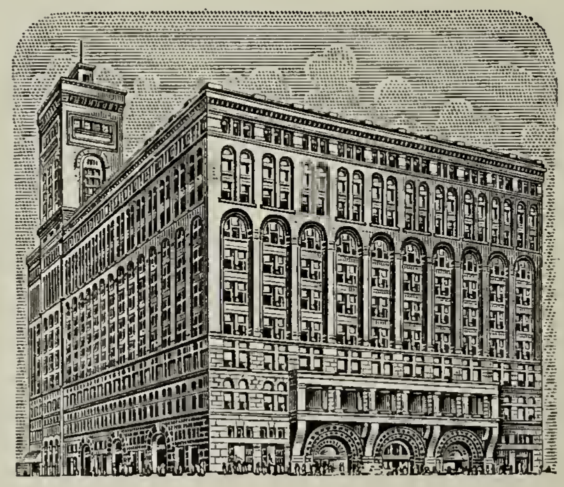
DAILY
RATES
$\$2^{00}$
UP

Special
Weekly
and
Monthly
Rates
for
Permanent
Guests.

A MEAL AT THE AUDITORIUM
IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING THE LAKE
WHERE IT'S ALWAYS COOL



THE ERPI SERVICE ENGINEER

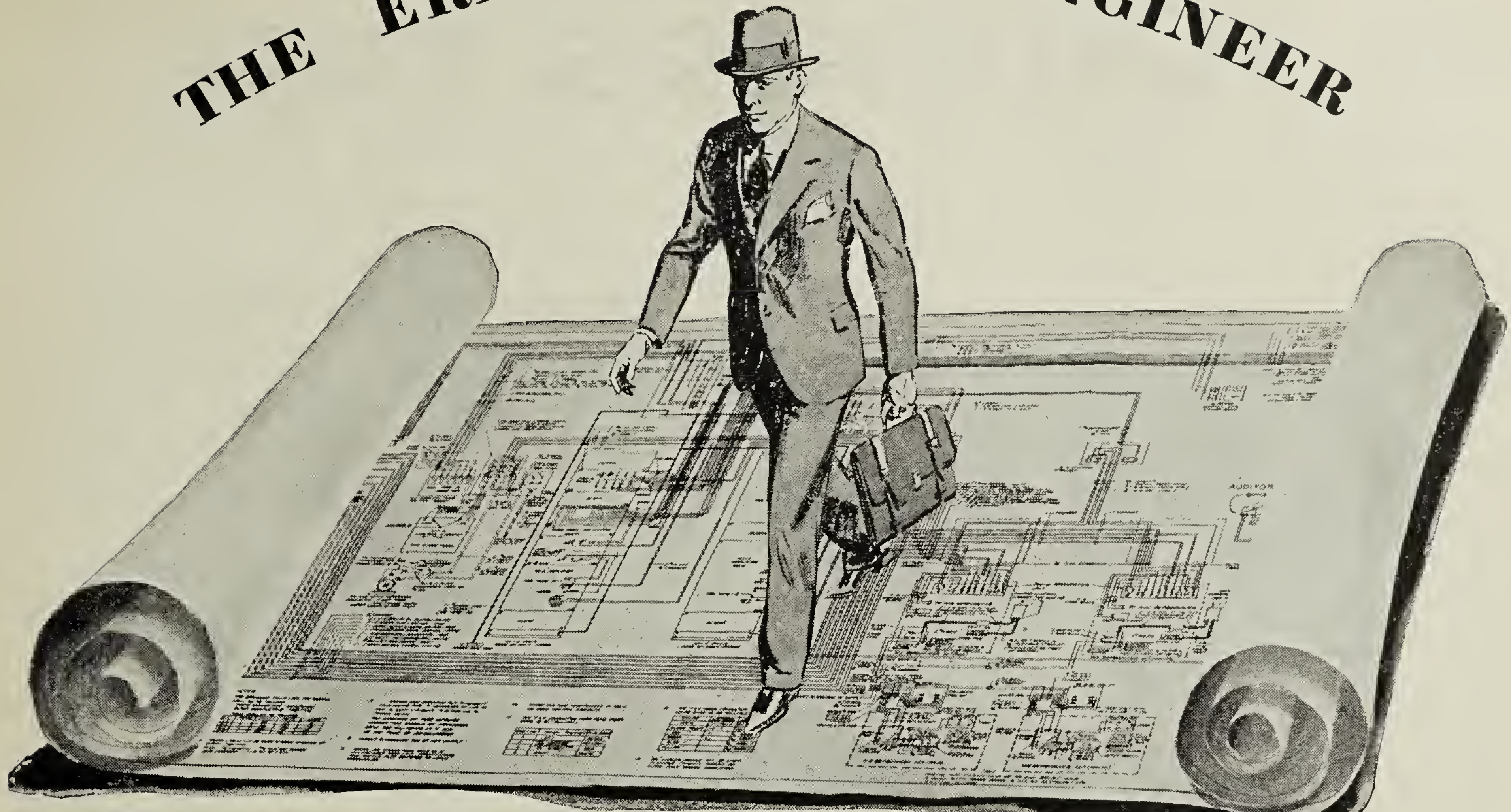


Diagram of a Western Electric Sound System Circuit

knows **his way through this intricate circuit**

. . . that's why he is able to protect you against Poor Sound, Breakdowns, Program Interruptions and Lost Patronage!

Trained to Bell System standards of maintenance, the ERPI man can render this service more economically and efficiently than anyone else.

Backed by 50 years of voice transmission experience, the Western Electric Sound System is the finest equipment you can buy. Yet even the finest equipment needs regular, painstaking and expert inspection and service.

By keeping your Western Electric Sound System operating at peak performance for the life of your contract, the ERPI Service Engineer helps you earn dividends on your investment!

Western Electric
SOUND SYSTEM
THE VOICE OF ACTION

Northern Electric in Canada
Distributed by
Electrical Research Products Inc.
250 West 57th Street, New York

THE PUBLISHER'S PAGE

THE FILM GROUP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
WM. G. FORMBY, *Managing Editor*

This Trade Paper is Published
Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN President
H. F. STEEN Vice-Pres.
WM. G. FORMBY
Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

AGAIN THE INDUSTRY COMES FORWARD

IN TIMES of war the motion picture industry came to the aid of its country. And, now, in times of peace—and the depression (we hate the word)—it is again summoned and answers the call to aid the unemployed. Will H. Hays, as chairman of a central committee, has named a planning committee of sixteen, which will work out details for mobilizing the industry.

The crisis in the unemployment situation is expected to come this winter. This does not mean, however, that conditions are becoming worse. On the contrary there are many good signs to indicate that the trend is going definitely upward. But those who have been out of work or who have had little work during the summer months will need greater aid during the winter.

The motion picture industry proved during the great war that it was not only a willing, but a most efficient agency for humanitarian service. With the co-operation of its every branch the motion picture brought food to the Belgians, to the Near East, and to other stricken countries; and it brought cheer to the anxious families over here who had boys "over there".

Different communities will probably require different means of aid. But whatever the requirements we are certain that every exhibitor and every other individual in this industry will extend himself in cooperating.

Several years ago a producing company released a picture titled, "If You Believe It, It's So." There's a lot of truth in that title. Just as talk of depression has made even those not suffering think that they are, so can cheerful propaganda better the attitude of the public and, by so doing, lift the veil of "bad times" talk into "good times" talk and stir activity into making it so. We recommend that the screens of every theatre in the Nation be martialed into use for the dissemination of "good news" to the public. A short reel or a series of trailers bringing out pointed facts of truth, showing that general conditions are getting better, factories at work, citing figures, etc., etc., or better still, a weekly "shot" of such kind in the newsreels, would contribute tremendously to any other work in alleviating unemployment conditions.

CREDIT WHERE CREDIT IS DUE

SO MUCH has been said of late about the need for good pictures to come to the aid of suffering box offices that we believe a good big hand is deserved by the Warner Brothers, who certainly have proven consistent gross boosters. During the past season they have delivered a high percentage of big hits, let alone starting several "cycles" that have brought out good productions from other companies. When good pictures are so much in need it is a pleasure to commend a company that has made an outstanding record. It will pay other producers to follow the Warner formula that has been clicking in a big way.

Ben Shlyen

Plan Unemployment Aid

Committee Chosen by Hays to Cooperate in Immediate Relief; Sub-Committees to Form.

New York—The motion picture industry has entered upon arrangements to mobilize on a nation-wide scale for co-operation in unemployment relief.

At a meeting held at the M. P. P. D. A. offices, representatives of all branches of the industry, including the heads of independent theatre circuits, circuit theatre operators, distribution executives, representatives of the trade press, and newsreel chiefs, plans were laid for co-ordinating the industry's resources with the nation's relief program initiated by President Hoover.

Will H. Hays was named chairman of a central committee which immediately commenced action along the line of welding into the relief work the motion picture industry's full co-operation.

Hays Names Committee

Hays has named a planning committee of sixteen which will advise with him in the selection of a general national committee, and a central committee which will work out details for mobilizing the industry. The personnel of the planning committee, all of whom have consented to serve, is:

Representative theatre owners: Abram F. Myers, president of Al-

(Continued on page 10)

PROTEST COMMITTEE NAMED

To Confer on M-G-M Policies; Seek Abolition of Score Charges by All Companies.

New York—Climax to the national protest meeting here was the appointment of a continuing committee to confer with Felix Feist, M-G-M director of sales, concerning modification of the Metro percentage deal requirements and also to work toward elimination of score charges by all distributors.

The following persons were appointed members of the continuing committee: Walter Vincent, chairman; Edward Levy, Connecticut; Jack Harwood, Ohio; Lewin Pizor, Pennsylvania; M. A. Lightman, Tennessee; Chas. L. O'Reilly, New York, and Nathan Yamins of Massachusetts.

Resolutions Adopted

The gathering, which was sponsored by the Philadelphia M. P. T. O. and attended by some 150 theatre men from various parts of the country, adopted the following resolutions:

Registering the disapproval of gangster and indecent pictures as

(Continued on page 10)

Kent Scores Change

of 5-5-5 Contract Rumor in Response to Protest Meeting; Resolution for Adoption Unchanged.

New York — In response to a resolution adopted by delegates to the national protest meeting at the Astor Hotel wherein exhibitors, led by M. A. Lightman, M. P. T. O. A. head, requested that the original 5-5-5 contract be put into effect without further delay, Sidney R. Kent stated that insofar as he knew there would be no change in the contractual provisions.

"As far as I know there will not be one paragraph changed in the standard exhibition contract drafted by the 5-5-5 conference," Kent was quoted as saying. Reports have been current following adoption of the resolution that the new contract is the exact form as that drafted by the 5-5-5 conference at Atlantic City last year. Another national exhibitor meet-

(Continued on page 10)

HI-LITES IN THE WEEK'S NEWS

Detroit—L. A. Young, Tiffany president, is rapidly recovering from injuries sustained in a recent automobile accident here. The smash occurred when Young, in attempting to pass a truck, struck an abutment in the street.

New York — Approximately $500,000 in unplayed pictures is said to be tied up in litigation with exhibitors now. Distributor spokesmen claim that the adoption of the 5-5-5 contract will not change the status of this litigation, due to the voluntary arbitration clause.

Hollywood—This town experienced its heaviest production days on August 24 and 25 since the middle of June. Monday and Tuesday saw 38 features in work.

New York—Publix has finally decided to reopen the Rialto, Broadway, as a first run house. September 17 is set as the date. One of Goldwyn's productions for U. A. will probably be the opener.

Los Angeles — That Harold B. Franklin deal for Publix's Paramount and United Artists' house here carries a ten-year franchise for the use of these companies' product.

New York — Fox has consolidated its publicity and advertising departments. Glenn Griswold, vice-president, is in charge. Gabe Yorke is his assistant. Glendon Allvine continues as Fox Films advertising and publicity head.

New York—Through a deal just completed by B. S. Moss, Columbia obtains a permanent first-run outlet for its product at the Broadway Theatre. The house will open September 19 with a weekly change of bill. Spectacular revues, novelties and first-runs will be the policy.

New York—An active season is being planned by the Warner Brothers' story department in New York, according to Jacob Wilk, story editor.

Local Representatives For MPTOA Board

New York — A more ambitious setup, designed to afford independent exhibitors greater participation in organization executive affairs, has received the unanimous approval of officers and directors of M. P. T. O. A., President M. A. Lightman has announced. In announcing the plan, Lightman pointed out that it will bring about a closer co-ordination of state and regional units.

The new arrangement provides for a direct representative of each state or local organization on the board of directors, thus, Lightman says, placing additional control and power in the hands of small exhibitors. Membership of the board will be increased by these new directors, elected by the state or local units. This larger directorate will hold regular semi-annual meetings.

Executive Committee

Another provision allows for the election of an executive committee by the directors with authority to meet as often as necessary. This smaller body is similar to the executive committee appointed recently by directors of the Southeastern Theatre Owners' Association in Atlanta. The southeastern committee is vested with the power of the regularly-constituted board. No announcement as to whether this provision exists in the new M. P. T. O. A. setup was made.

"Fury" in Work

Hollywood—Casting on "Mounted Fury," the seventh of the series of Thrill-O-Dramas features released by Sono Art-World Wide, was started this week. The film features John Bowers, Blanche Mehaffey, Lina Basquette and Robert Ellis. Others in the cast are Lloyd Whitlock, George Regas, and Frank Rice. Stuart Paton is directing from a story by Betty Burbridge.

WARNER SEASON

Starts September 8 With Four in Production

Burbank—The new production season will be launched by Warner Bros. and First National on September 8 at the Burbank Studios, when four feature pictures will start production. "Poor Little Ritz Girl," played by a stellar cast with Marian Marsh in the title role, will be directed by Archie Mayo. (The title is temporary.) "Blind Spot" will be directed by Roy Del Ruth; the leading feminine role will be played by Loretta Young, and James Cagney is slated for the masculine lead. Barbara Stanwyck will, in all probability, be the star of "Safe in Hell," supported by Victor Varconi, Chas. Middleton and other prominent players, with William Wellman directing. These three are Warner Brothers' productions. First National will sponsor "Her Majesty, Love," starring Marilyn Miller and directed by Wilhelm Dieterle.

Hits High Rentals

(Continued from page 3)

wage reductions. They also feel that such saving should be passed along ultimately to the consumer, their patrons, but assert they cannot reduce admission prices while their own costs remain at a comparatively high level. Many of the members believe lower admission prices would stimulate patronage and, in the long run, work to the advantage of the distributor as well as exhibitor.

Berger Fight Looms

Officers of the Northwest Allied Unit called a buyers' strike at the start of the present season, instructing members to do no buying of new season product until after the convention. At the same time Bennie Berger, president, and some of the other officers went ahead and protected themselves by purchasing product which will enable their theatres to start off the new season this month with the usual bang. Several members, who heeded the non-buying orders, are in Minneapolis prepared to demand explanations from President Berger and the other higherup strikebreakers from the convention floor and a hot time appears in prospect.

After a hectic time in Chicago where he aided independent exhibitors in their fight for relief from oppressive operator demands, Steffes returned to Minneapolis to preside over the convention. He was expected to request relief from duties with the unit to permit him to devote his efforts to national affairs of Allied States. A fight against President Berger was believed a certainty, providing he does not carry out his intention to resign.

The matter of ten-cent admissions after 6 p. m. is also a subject of controversy among members here for the convention. Steffes, who inaugurated this supper hour scale at his Minneapolis neighborhood house, wants the organization to combat a movement said to be afoot among the exchanges to set back the 10c theatres a year on the release chart. A number of the members, however, are dead set against this low admission at any time after 6 p. m., and side with the exchanges in the matter.

Myers May Attend

The prestige of the convention is enhanced by the expected presence of Abram F. Myers, president of Allied States. It was believed that the organization's head would be on hand and would report on the New York meeting to protest clauses in new contracts, particularly the M-G-M percentage demands.

Among other matters which will engage the convention's attention are zoning group buying and contract difficulties.

Welcome Allied!

(Continued from page 3)

posing of their houses to individuals, but also that, even in the case of the chains, the local house manager is being given more and more leeway.

Uninfluenced by considerations which are bound to sway producer-exhibitors, independent exhibitors can and do point the way toward the sort of screen entertainment which spells success for the industry. Having their finger on the local pulse, they are in the best position to determine the pictures which satisfy their communities' demand. Their theatre is a home institution. They may be depended upon to operate it in a manner that will win for it and the industry the respect and good-will of the people of the community.

MOVIE AGE feels that the purpose of Allied States is a most laudable one. The organization, thus far, has served this purpose well. It occasionally has been at loggerheads with distributors, but this is only natural, as disputes and differences of opinion being bound to arise from time to time. Officers and members, however, seem to realize that, in the last analysis, the goal of exhibitor and distributor is the same—the industry's success. There has been a commendable disposition to co-operate with the distributors in important matters affecting their mutual interests. And, in the face of the apparent efforts of one trade publication to sow the seeds of ill-feeling between exhibitor and exchange head by the circulation of unfounded stories calculated to create animosity, it must be a source of satisfaction to all concerned to know that a friendly feeling between the two branches of the industry always has existed in this territory. The exchanges also are to be congratulated for evincing a similar spirit of co-operation.

Cuffel's Answer to 'Amusements' Attack

By M. E. CUFFEL

Our worthy, or otherwise local contemporary evidently has become irked at our action in exposing the falsity of a story tending to create ill-feeling between exchanges and exhibitors and to put the former in a bad light unwarranted by actual facts. We gather this to be the case by its reference to us in a recent issue as the " 'mouthorgan' for anybody who will adopt us." It also states that we were "expected to spout forth and defend our defenders in the interests of the entire industry, even if we had to frame the defense out of "hole moth-eaten fabric".

Abuse naturally would be the weapon employed by a defamer in turning upon those responsible for revealing it. When MOVIE AGE published the fact that there was no iota of truth in our contemporary's story that Department of Justice "undercover men" were investigating alleged violations by local exchanges, it was prompted by the feeling that it might help to counteract the harmful effects of such malicious propaganda. Moreover, we believe that it is our duty to disseminate the truth and to get a square deal for all branches of the industry.

It appears to be difficult for our contemporary to understand that a trade paper may have honorable and honest motives. A perusal of its columns week in and week out would tend to confirm this inability to grasp any of the higher journalistic ideals. And its scurrilous attack upon MOVIE AGE only serves to emphasize the unfairness that characterizes its conduct.

MOVIE AGE already has been "adopted" by all branches of the industry, as its advertising columns and circulation attest. Because of our "adoption" we do not need to be "the 'mouthorgan' for anybody that will adopt us," our contemporary to the contrary.

Moreover, MOVIE AGE requires no "defenders," for, hewing to the truth and trying to promote good feeling and co-operation within the industry, its actions have been such as to need no defense. However, if we did need defenders we would be proud to have the exchange managers serve us in that capacity and we hold the latter in sufficient esteem to feel that they would not undertake any defense of us unless they were convinced that we were worthy parties.

As far as the "defense" of the exchanges being manufactuerd out of "hole" moth-eaten fabric is concerned, the publication of the truthful story was no "defense" of the exchanges. The latter require no "defense" from MOVIE AGE or any other periodical or person.

Our contemporary may feel well within its journalistic rights in casting aspersions on the truthfulness of the high governmental officials who have denied that Department of Justice "undercover" officials were investigating the exchanges, just as it cast its aspersions on the exchanges. It also may be able to convince some of its few readers that its psychic sense enables it to learn when "undercover" agents are working or that it is to be believed in preference to exchange managers and high governmental officials. And, of course, too, the fact that it published the "fact" about the "undercover" agents being at work would not be sufficient to uncover the alleged investigation and bring it into the public view where stealth and secrecy need no longer be maintained—insufficient because it is not sufficiently read or circulated.

"WAY DOWN EAST"

Production Is Distributed Here by Carlos Moore

Sound version of D. W. Griffith's production of "Way Down East," famed in yesteryear as one of the classics of motion picturedom, is being offered in this territory by Carlos E. Moore, of 831 So. Wabash Ave., Chicago.

Mr. Moore states that this is the original picture, starring Lillian Gish and Richard Barthelmess, to which sound and synchronized music have been added. Prints are available for both disc and film reproduction.

Fight "Crashers"!

Minneapolis loop theatres are waging a vigorous compaign against "gate crashers" who are annoying the showhouses more than ever before in local theatrical history. The RKO Orpheum seems to be a particular mecca for men and kids who attempt to sneak into it without paying. As a result of the management's vigilance a large number of them are being caught every afternoon and evening, breaking into the theatre.

Every culprit is arrested and in municipal court the adults receive the option of a $5 fine or five days in jail.

KARP TO STRAND

Former Juneau Manager to Milwaukee

Milwaukee — Harry Karp, who was connected with Fox Midwesco a number of years ago and more recently manager of Warners' Juneau Theatre, has returned to manage the circuit's Strand Theatre here. He succeeds Roger Dawson who becomes manager of the Fox-Midwesco's Palace, which reopened September 4.

Leonard Howard, who has been connected with the circuit's Wisconsin Theatre here, has been named manager of the Miller and Princess. These houses were formerly managed by the late Joe Levinson.

Optimism Reigns

(Continued from page 3)

is closed. In film circles, however, the showmanship being displayed at this house also is credited.

Splendid exploitation and publicity work are believed to have helped in no small measure to keep business up to a high level at the two Orpheum Theatres. As in the case of the Minnesota, these houses are leaving no stones unturned to sell their shows to the public.

Publix Business Off

The Publix Northwest division, as a whole, is running somewhat behind a year, with business much better in the larger towns, and particularly the Twin Cities, than it is in the smaller places. In the rural districts of North and South Dakota business is the worst than it ever has been. This, of course, is due to the terrible agricultural situation and there is little likelihood of near-term improvement in the numerous bad spots.

Publix will keep the Century in Minneapolis closed throughout the coming season so that the cream of the screen product will continue to be available for the 4,200-seat Minnesota. On the other hand, RKO will reopen the Seventh Street Theatre, Minneapolis, and President Theatre, St. Paul. Reopening dates have been set back from September 11 to 18. Another picture other than "Fifty Fathoms Deep," originally scheduled as the initial attraction, will re-light the houses which have been dark throughout the summer.

Gets "Big Scoop"

Culver City—"The Big Scoop," one of a series of newspaperman comedies starring Frank McHugh, has gone into production at the Culver City studios of RKO-Pathe under the direction of Harry Sweet.

Allied Wins When Judgment Set Aside

Allied States won another battle in its fight against the present form of film contract when the district court of Chippewa county ruled in favor of the Chippewa Theatre Company in the latter's action to have a $1,600 judgment for alleged contract violation set aside.

Samuel P. Halpern of Minneapolis, counsel for Allied States, representing the defendant, argued that the judgment given to United Artists because of the Chippewa Theatre's violation of its film contract should be vacated because the contract was inequitable and, therefore, illegal. The court sustained this contention.

Halpern is now confident that every old contract between distributors and exhibitors, now in dispute, will be impossible of enforcement on the exchange's part. A number of damage suits based on such contract violations have been pending in the territory.

Metro Appeal Pending

Allied won its first victory when the district court in Minneapolis decided in the contract violation case of Metro-Goldwyn-Mayer against George Carisch, St. Paul exhibitor, that the defense set up by Halpern in Carisch's behalf was a defense at law. The Halpern defense was that the contract, which the exchange is trying to enforce, is illegal because it violates the antitrust laws and unenforceable because of lack of mutual obligation on the part of those who entered into it.

Metro-Goldwyn-Mayer will appeal from this ruling in order to make a test case which will probably determine the course of all Minneapolis exchanges in regard to trying to enforce broken film contracts in the courts. Metro contends that the Halpern defense is invalid and should be ruled out, but the lower court overruled its demurrer. If the state supreme court finally rules favorably on the Halpern contention it will necessitate a change in the form of contract and make it impossible for the exchanges to recover from the exhibitors who have broken old contracts, Allied States officials point out.

Winnie Lightner's Next

Winnie Lightner's next starring vehicle for Warner Bros. will be "She Means Business," from an original play by Samuel Shipman, Broadway dramatist. This production will be directed by Lloyd Bacon and will be photographed in technicolor. It will start production in September.

FIVE TO PUBLIX

La Crosse Houses Are Remodeled

La Crosse—Announcement has been made that the local houses, the Bijou, Riveria, Strand, Majestic and new Rivoli, will be operated by Paramount-Publix. The Rivoli, which has been dark for three weeks, reopened August 30, completely renovated. Approximately $50,000 was spent in redecorating and remodeling the theatre. Harry E. Grampp, formerly with Paramount-Publix at Beloit, has been named manager of the Rivoli.

William Freise has been named manager of the Majestic and Edwin Schwalbe of the Bijou, Riviera and Strand.

PONDER REDUCTIONS

Requests Taken Under Advisement

RKO franchise rates of exhibitors who have applied for reductions were acted upon at a meeting participated in by Mike Frisch, RKO exchange manager, and the Allied States franchise committee at the Minneapolis Allied States' headquarters.

The exhibitors were represented by George Carisch of St. Paul and Harry Dryer, E. Hanson and Bennie Berger, president of the Northwest Allied unit, of Minneapolis.

Labor Accord Seen

(Continued from page 3)

slight reduction in the size of the stage crews at the Minnesota and Orpheum Theatres is desired. The theatre officials feel that changed conditions at the two houses warrant this alteration which is not regarded by them as a concession.

An increase in the personnel of the orchestras at the Minnesota and RKO Orpheum is desired by the musicians' union, but the circuits have made it clear that they cannot see their way to increasing their operating costs now. They are said to have expressed a willingness, however, to maintain orchestras at their present size and to continue the present wage scale instead of seeking cuts, as expected.

It also is indicated that no cut will be insisted upon by the circuits in the stagehands' basic scale. Arguments for the most part center now on working conditions and the size of orchestras and crews.

Mort Singer is representing RKO in the negotiations. He comes here from the Chicago offices to attend the conferences.

Culver City — Louise Closser Hale, who recently scored a screen hit with Constance Bennett in "Born to Love," is again appearing under the RKO-Pathe banner. The veteran character acress will be seen as Ann Harding's mother in the star's forthcoming production, "Devotion."

Omaha First Runs

(Continued on page 4)

three of her ex-husbands get together to meet her fiancee, who is emphatically opposed to divorce, naturally things begin to happen. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newsreel; Comedy.

World (second half) — **Son of India** (M-G-M), Ramon Novarro. **Business:** Good. **Summary:** The story concerns a handsome young Hindu and his love for an American girl. The picture is uncommonly picturesque. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Now Taking Percentage Dates in Towns Over 1,000
WE FURNISH BALLYHOO TRUCK WITH STEAM CALLIOPE — SPECIAL LOBBY DISPLAY AND OIL PAINTINGS.

THE WORLD'S GREATEST PLAY
WILLIAM FARNUM
IN
TEN NIGHTS
IN A
BAR-ROOM
NOW ON THE TALKING SCREEN

WRITE OR WIRE
ALBERT DEZEL
Road Show Pictures, Inc.
804 So. Wabash Ave.
CHICAGO

ALSO TAKING DATES ON
"WHITE CARGO" and
"PRIMROSE PATH"
All-Talking Road Show
Money Getters.
Recorded on Film and Disc.

Columbia Establishes Permanent Exploiteers

New York—Following the traveling crew of exploiteers Columbia recently placed in the field in behalf of "Dirigible" and "The Miracle Woman," announcement is made of the permanent assignment of exploitation men throughout the country.

The following men have been appointed district posts: John Curran in the New England district with headquarters at Boston, Mike Newman in the Western district at Los Angeles, Bob Horter in the Eastern district with Cincinnati headquarters, F. F. Vincent in the Middle States at St. Louis, Garrett Cupp in the South mid-west district with headquarters in Kansas City, Jack Thoma in the Mid-West district with headquarters at Chicago, Ted Toddy in the Southern district with headquarters in Atlanta. Ralph Gervers will be attached to the home office in New York, and will cover exploitation at various points between New York and Philadelphia and in the Eastern part of Pennsylvania.

This crew is now engaged in exploiting Columbia first runs over RKO, Warner and other leading circuits on "Pagan Lady," "The Dreyfus Case," "The Miracle Woman," "Fifty Fathoms Deep," etc. In certain instances, the present permanent Columbia exploitation force will be supplemented by a secondary crew where several first runs occur simultaneously in the same territories.

RKO Plays Gibbons

Hollywood—Every RKO house in the country will play 'The Great Decision," the first of the Floyd Gibbons' Supreme Thrills series, during the first three weeks of September, A. H. Schnitzer, RKO-Pathe short subject sales manager, reports. RKO-Pathe is issuing a special press sheet on the Gibbons' group of thirteen shorts.

New Chimps Film

Hollywood — Tiffany Chimps, under the direction of Sig Neufeld, have started another of their antic-filled comedies of monkey business at the Hollywood Studios. "Gland Hotel" is the title selected for the new laughmaker.

Kent Scores Change

(Continued from page 7)

ing may be held in the near future.

The resolution was unanimously adopted under the leadership of Lightman who was active in shaping of the contract and has campaigned for its adoption by distributors.

Unemployment Aid

(Continued from page 7)

lied; M. A. Lightman, president of M. P. T. O. A.; Walter Vincent, Wilmer and Vincent Circuit, Richmond, Va.

Distributors: Sidney R. Kent, vice-president and general manager, Paramount - Publix Corp.; Claude C. Ezell, general sales manager, Warner Bros.; Charles Rosenzweig, general sales manager, RKO Distributing Corp.

Producers: Louis B. Mayer, M-G-M, president Association of Motion Picture Producers of California.

Artists, writers and directors: William C. deMille, president, Academy of Motion Picture Arts and Sciences, Los Angeles.

Newsreels: Courtland Smith, Courtland Smith, general manager, Pathe News.

Motion picture advertisers: Edward Finney, United Artists, president Associated Motion Picture Advertisers.

Raw stock manufacturers and laboratories: Jules H. Brulatour, Eastman Kodak Company; H. J. Yates, Consolidated Film Laboratories.

Trade press: Martin J. Quigley, Motion Picture Herald; Jack Alicoate, The Film Daily; Sime Silverman, Variety; Ben Shlyen, Associated Publications, Kansas City.

Objective Explained

The objective of the effort, as explained by Mr. Hays, is "to develop plans to the end that the industry may fully discharge its duty in connection with the whole subject of unemployment relief, and to co-ordinate everywhere with responsible community relief agencies, thereby assuring the most effective application of what we do to help. Exhaustive and united action through responsible delegated committee in our own ranks, extending everywhere, will make our facilities available to the local joint committee of the nation's general effort.

"We are doing in our industry." Mr. Hays continued, "what the Gifford Committee is doing in regard to the general relief activities. We will make certain that the organized industry is available at quick and effective contact points with the co-ordinated work of welfare agencies, city committees, and other industries which I am sure will prepare, as we are doing, to render unified and effective service".

276 REELS

Vitaphone's Shorts Production in '30-'31

New York—Monday, August 31, marked the close of the 1930-31 production season for Vitaphone. During the past season a total of 204 one-reelers and 36 two-reelers were produced and released by this subsidiary of Warner Bros. despite the fact that the Brooklyn studio was shut down for a period of 12 weeks during the summer.

During the past few weeks, Norman Moray, Vitaphone's salesman manager, released the following four shorts which completed the season's product. "Rhyms of a Big City" a study of a day in a metropolis, with Dolly Gilbert and John Hickey; "In Your Sombrero,' with Billy Wayne and Josephine Borio, a comedy; "Baby Face," with Victor Moore as a would-be gangster in a two-reeler, and "Rough Sailing," with stuttering Joe Penner.

Protest Committee

(Continued from page 7)

"a menace to our youth and our business" and arousing "a great deal of public resentment".

Appealing for adoption of the 5-5-5 contract as drafted at the Atlantic City conferences last year.

Seeking abolition of score charges.

Protesting against holding out of pictures already sold in order to obtain higher prices.

APPOINTS VAL PAUL

Production Manager of RKO-Pathe

Hollywood—Van Paul, veteran motion picture executive, has been appointed production manager of the RKO-Pathe studios, according to an announcement by Charles R. Rogers, production head.

Paul's connection with the motion picture industry dates back to the days when he was an actor in the early single-reel productions. Since that time he has been a writer, director and production executive serving as production manager for Warner Brothers-First National until he joined the RKO-Pathe ranks. He was associated with Rogers during the time the latter was an independent pro-

Speedy Fun

Hollywood—A chariot race between Julius Caesar and Mark Anthony, with Robert Woolsey taking the part of Caesar and Bert Wheeler portraying Anthony, is a feature of the RKO-Pathe Masquers' two-reel comedy, "Oh! Oh! Cleopatra." Dorothy Burgess plays the title role.

RELEASE SEPT. 12

Warner-F. N. Has Two Features Ready

New York — Through a re-arrangement of release dates, effected last week, Warner Bros.-First National will release two pictures nationally on September 12. This is a most unusual procedure, but it has been made necessary by the nation-wide demand of exhibitors for the George Arliss film, "Alexander Hamilton," now listed as one of the two releases for that date. The other is Douglas Fairbanks, Jr.'s light comedy, "I Like Your Nerve."

PATHE STARTS SIX

Bennett, Twelvetrees, and Harding Start

Hollywood — Six star productions will be placed in production by RKO-Pathe studios within the next month, according to Charles R. Rogers, production head.

This increased activity will keep the studio going at full capacity for several months. Scheduled for immediate production are "A Woman Commands," which will star Pola Negri, and "Breach of Promise," the next Helen Twelvetrees feature. The former will be directed by Paul L. Stein. The partially selected cast includes Laurence Oliver, H. B. Warner, Roland Young and Dudley Digges.

Miss Bennett is back on the lot to start "Lady With a Past," which Austin Parker is adapting and Edward H. Griffith will direct.

Tom Keene will soon start "Freighters of Destiny," his second Western feature of the season.

Ann Harding's new story titled "Prestige" was started the first part of September. "Prestige" is from an original story by Harry Hervey and is being prepared for the screen by Graham John.

The sixth feature production to get under way is "Timber Beast," the story chosen by Rogers to star Bill Boyd.

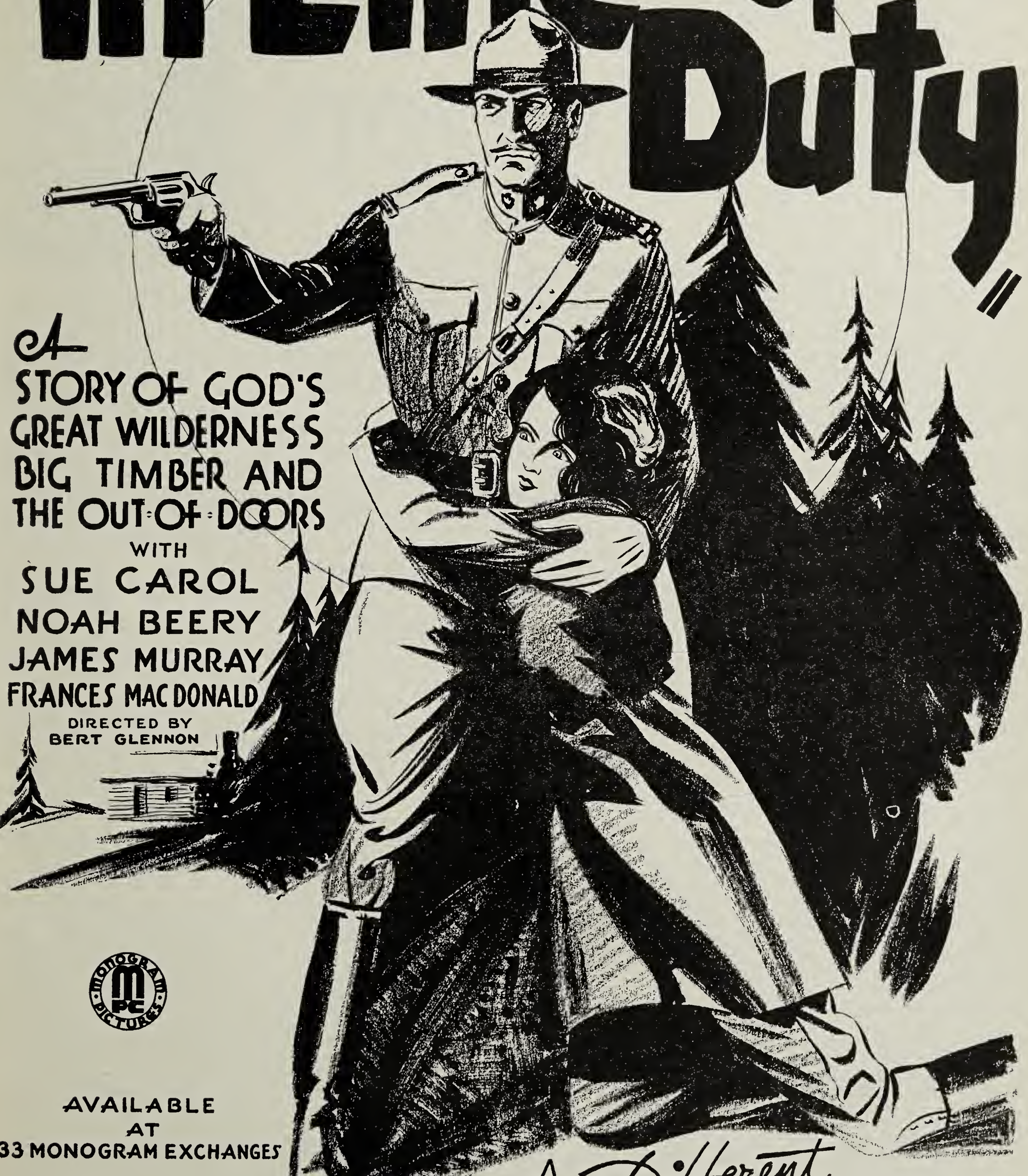
Another "U" Paper

New York — The eighty-third newspaper to join the Universal Newspaper Newsreel Association has been announced. It is the Jamestown Journal of Jamestown.

Kennedy Directs

Hollywood — Edgar Kennedy's next work for RKO-Pathe will be in the capacity of director instead of actor. Kennedy has starred in the "Mr. Average Man" series. Under the terms of the new agreement Kennedy, when not appearing before the camera, will be given various directorial assignments in the making of the short subjects.

"In Line of Duty"



A
STORY OF GOD'S
GREAT WILDERNESS
BIG TIMBER AND
THE OUT-OF-DOORS
WITH
SUE CAROL
NOAH BEERY
JAMES MURRAY
FRANCES MAC DONALD
DIRECTED BY
BERT GLENNON

MONOGRAM PICTURES MPC

AVAILABLE
AT
33 MONOGRAM EXCHANGES

A *Different*
TALKING PICTURE!

MIDWEST FILM DISTRIBUTORS
Omaha, Nebr.

CAPITOL PICTURES CORP.
Minneapolis

SECURITY PICTURES, INC.
Milwaukee, Wis.

THIS WEEK
in
HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

UNDAUNTED by not being represented in the annual selection of Wampas Baby Stars, Fox Studios will exploit three of its young actresses in a fashion all their own, heralding them as Debuntante Stars of 1931. They are Helen Mack, Linda Watkins and Conchita Montenegro, and Fox intends to prove that it means more to be a debutante star than a baby star.

Someone in the Fox publicity department conceived the idea of establishing debutante stars in competition with the Wampas Baby Stars. Helen, Linda and Conchita were forthwith designated and a studio banquet held in their honor.

In connection with this news announcement is made that "to the fortunately chosen Debutante Stars each year, the entire sweep and power of the studio's various agencies of equipment, refinement and promotion will be given".

Miss Mack, who is 18 and a graduate of the Professional Children's School of New York, is to play the lead opposite Victor McLaglen in "While Paris Sleeps".

Miss Watkins, 21, who played the lead in "June Moon," has been cast for the leading feminine role of "Surrender" which William K. Howard is directing.

Conchita Montenegro is 19, a former dancer in Berlin and London. At present she has the lead in "The Cisco Kid," opposite Warner Baxter and Edmund Lowe. At the conclusion of this picture she will take the role of leading lady in "Disorderly Conduct," opposite Lowe and Victor McLaglen.

* * *

It is the claim of the Association of Motion Picture Producers and Directors that both stars and directors have cheapened themselves before the American public by endorsing commercial products and enterprises.

To protect the box-ofifce interests of the industry, stars and directors have been informed that their names should be used with no commercial enterprise without the permission of the studios holding contracts.

Through the office of Will Hays, it was learned that while there probably will be no changes in the stars' contracts, the studios are in position to enforce this edict inasmuch as they have for some years retained rights coming under the head of extra-salary activity.

* * *

The newest scribe to arrive at the Fox lot is Dorothy Fletcher. She was formerly with the New York Theatre Guild as an actress, an assistant director with Dudley Murphy at the RCA Studios in New York, and later a member of the Paramount writing staff. During the war she was a nurse at the front. Her novel, "Merrily I Go to Hell," based on her war experiences is just off the press. She will write originals for Fox.

* * *

Lois Moran gets her wish to play something besides sweet ingenue roles. She has been borrowed by Columbia for the feminine lead in "Men In Her Life," opposite Charles Bickford. This is a Warner Fabian story and the role is that of a smart, sophisticated and thoroughly modern girl. William Beaudine is directing.

* * *

Filming of "Queer People" has been postponed indefinitely, Howard Hughes announces. Over $100,000 has been spent on the story and screen treatment, but Mr. Hughes explains that the production must be suspended because he has been unable to obtain a satisfactory cast.

* * *

Sessue Hayakawa and his wife Tsuru, have adopted a 2-year-old boy. The adoption was completed in the courtroom of Juvenile Judge Samuel R. Blake.

* * *

Edwin Sturgis has been signed by Fox Films for "Sob Sister".

* * *

Andre Beranger will have a role in the Fox picture, "Surrender," in which Warner Baxter and Leila Hyams will play the leads.

* * *

Peerless Productions, Inc., has signed Mary Nolan to be starred in its next production, "Decency," Arthur Gregor's story, which will go into work immediately, bringing the list of Peerless pictures in production to three. "Decency" will be produced under the supervision of Alfred T. Mannon at the Tec-Art studios here.

* * *

Peerless Productions has secured the exclusive services of Mickey McGuire, juvenile screen star. He will be starred in two productions, "Mickey" and "Tomorrow's Man." These will be produced under the personal direction of Al Herman.

* * *

J. Walter Ruben, scenarist and lately turned director, had his option renewed by RKO. Ruben gained recognition through his work in adapting "Bachelor Apartment," "The Royal Bed" and "Young Donovan's Kid."

* * *

Elizabeth Meehan has been assigned to write the adaptation and continuity for RKO's screen drama "The Dove," which is to star Dolores Del Rio. Herbert Brenon is to direct.

* * *

Salisbury Field, writer, has been signed to a long term writing contract by RKO. Field wrote the adaptation for the recent Radio film "Smart Woman" and at present is writing the adaptation for Edna May Oliver's forthcoming starring vehicle, "Ladies of the Jury."

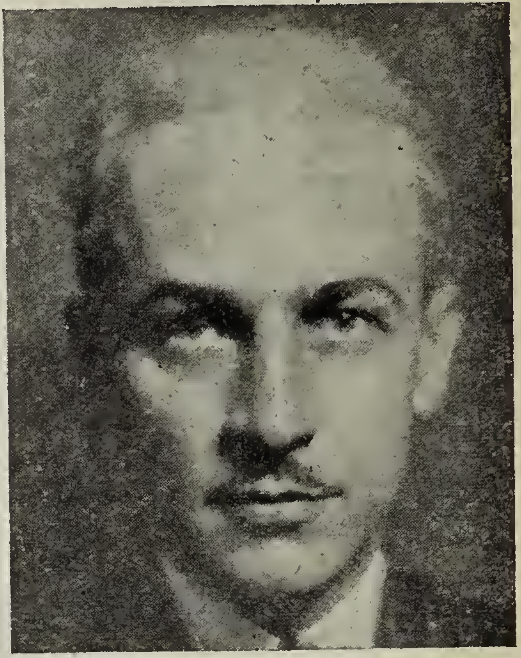
* * *

Earl Carroll's "Vanities" have adopted the Western Electric Public Address System for sound amplicication. At the new 3,000-seat arl Carroll Theatre a complete system of loud speakers was installed for the opening of the new "Varieties" August 27.

* * *

Nanya Roberti and her Polish accent will be featured in "Delicious," Fox picture which will co-star Janet Gaynor and Charles Farrell. Miss Roberti will make her debut on the screen when "The Spider" opens at the Roxy following "Bad Girl."

WE MEET



TREM CARR

Meeting Trem Carr takes us back to the hectic days of the inception of talking pictures when, under the misguided belief that westerns were out, the major studios decided to lighten ship by lowering the gang plank for their western stars to seek shelter in any old port.

Believing westerns would enjoy even greater popularity via the sound screen, he happened along in a rowboat and picked them up. Buying up Bob Steele and Tom Tyler, who had been thrown overboard by FBO, he continued to make silent westerns, keeping the market open for that type of film.

Trem Carr is one of our youngest producers. He is now serving his ninth year in flickerdom having entered the business following his graduation from the University of Illinois.

He started his career as a producer of shorts, later going with the Rayart organization, taking one-half of their melodrama schedule and all of their westerns in 1926. In 1927 he made the complete Rayart program.

Carr Productions went all-talkie in 1930 with the formation of Syndicate Pictures which later expanded at the beginning of this year to Monogram Pictures Corporation with W. Ray Johnston as president and Trem Carr as vice-president and production head.

According to the Monogram schedule for this year he will produce 12 melodramas and 24 westerns. Judging from some of the names already drafted into these pictures he will undoubtedly be heralded as the pioneer of big stars in the independent field.

One cannot help but notice that this young producer believes in the unit system of production and that he applies good business sense to the making of his pictures.

Trem Carr can be justly classed as one of the outstanding producers in the independent field. He believes that "Forgotten Women" will be one of his best, seconded by the next release, "In Line of Duty," with Noah Beery.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES
and SHORTS

East of Borneo

Universal—74 Minutes

Cast: Charles Bickford, Rose Hobart, Georges Renavent, Lupita Tovar, Noble Johnson. Directed by George Melford.

Here is a smash meller with all the mystery of the Orient and a jungle background studded with wild and ferocious animals that will keep the audience gasping with suspense. A white woman follows her doctor husband into the wilds to find that he has gone native and is serving as court physician to the prince of the islands. He wants nothing to do with his wife until the sinister prince pays her every attention to win her for himself. She plays the old game of sex to hoodwink the prince into letting her husband go free but it fails to work and hubby is put under guard to be fed to the crocodiles. The audience learns that the prince is the last of his line and that with his passing the volcano will erupt and put an end to the island and its remaining inhabitants. While forcing his attentions on the wife a struggle ensues and she shoots the prince. True to tradition the volcano erupts and there is a general struggle between man and beasts. The physician husband is summoned to attend the prince and he makes his price that of freedom. The prince, realizing that there is no hope, tells them to go and they make their escape amid the falling ruins. The footage is packed with thrills and some of the finest wild animal shots ever filmed. The picture is a natural for any live showman affording a great ballyhoo. Properly exploited it should pack 'em to the doors.—Warren Stokes.

SELLING SEATS: A jungle lobby display properly arranged to portray the dangers of the wilds will undoubtedly pull in the first-nighters. Word of mouth will do the rest.

Merely Mary Ann

Fox—73 Minutes

Cast: Janet Gaynor, Charles Farrell, Beryl Mercer, G. P. Huntley, Jr., J. M. Kerrigan, Tom Whitley, Lorna Balfour, Arnold Lucy. Directed by Henry King.

Janet Gaynor in another Cinderella story that is bound to please, especially as she is again co-starred with the popular Charles Farrell. As an unfortunate victim of circumstances Miss Gaynor as Mary Ann becomes the serving girl in an English boarding house run by Beryl Mercer who as the landlady plays an exceptionally well-suited role exceedingly well. Here she meets Charles Farrell, a young composer, whose character allows for some fine musical introductions. Her devotion to him inspires his greatest composition and when she inherits a fortune they are forced by circumstances to part company—only to be rejoined later when she attends the premier of his opera. Direction by Henry King is handled in a manner that pleases. Well-sprinkled with humorous situations and dialogue is smart. A fine example of what Fox has to offer in the new fall line-up and more like this will mean well-filled houses. —Southwell.

SELLING SEATS: Tie up with piano dealers. Sell the two stars for all they are worth on past performances. Get a hurdy-gurdy to cover your district playing the theme song and carrying banner announcing attraction.

This Modern Age

M-G-M—67 Minutes

Cast: Joan Crawford, Neil Hamilton, Pauline Frederick, Monroe Owsley, Sandra Ravel, Hobart Boswick. Directed by Nicholas Grinde.

Based on the story "Girls Together" with Joan Crawford as the daughter of a divorcee who goes to live with her mother after her father's death.

Pauline Frederick, as the mother who is living a somewhat easy life in Paris, gives an excellent performance. The daughter is the object of infatuation of an irresponsible American played by Monroe Owsley. After an accident in Owsley's car she meets Neil Hamilton who falls in love with her. Everything is set for the wedding when her mother's friends appear on the scene to make merry and the engagement is broken. Joan decides to return to the old life and agrees to take a trip with Owsley who, in a moment of self-consciousness, sees that she is not in love with him and refuses to stay with her. His sincerity appeals to her better nature and she realizes that she does love him. As her mother arrives to break up the adventure she finds them about to be married. Capable cast puts this one over fairly well at the start, but the finish is a bit dull.—Southwell.

Secrets of a Secretary

Paramount—79 Minutes

Cast: Claudette Colbert, Herbert Marshall, George Metaxa, Betty Lawford, Mary Boland, Berton Churchill, Averell Harris, Betty Garde, Hugh O'Connell. Directed by George Abbott.

Miss Colbert in a smart society drama surrounded by a cast of new faces that appear to get over well in the parts assigned them. As a society girl left penniless by her father's death she marries a supposedly wealthy foreigner (George Metaxa) who turns out to be a penniless fortune hunter himself. When he discovers she has no money he becomes a gigolo in a night club while the girl becomes the social secretary to a lady of wealth. This lady's daughter is in love with the dancing husband, although engaged to a British nobleman (Herbert Marshall).

Metaxa's employer demands more of his spoils on threat of putting him "on the spot" so he goes to his wealthy admirer and demands money to meet his needs. He is killed before he can make good. The society girl is found in his room by his wife. The wife changes clothes with her to take the blame so that the girl will not be disgraced. The police, however, spoil her plans by discovering the guilty party. The society girl gets a scolding from her mother while the secretary wins the nobleman whom she has admired all along. Direction and recording well done.—Southwell.

SELLING SEATS: Play up Miss Colbert. Title of picture offers unlimited opportunity for tie-ups with business Schools, Stenographers, etc. Perhaps a typewriting speed contest would not go bad on this one.

Night Life in Reno

Artclass—60 Minutes

Cast: Virginia Valli, Jameson Thomas, Dixie Lee, Dorothy Christie, Carmelita Geraghty, Art Housman, Pat O'Malley, Clarence Wilson. Directed by Ray Cannon.

Miss Valli makes her first appearance since becoming Mrs. Charles Farrell in a society drama with the famous divorce city as a background. She plays the part of a young wife who discovers her husband is attracted by a blonde. Without waiting for explanations she takes a train for Reno. Here she meets a gay divorcee who introduces her around and she becomes quite excited about "night life in Reno". Her husband has followed her and begs her not to divorce him. At first she refuses his request but after seeing how easy it is to play around a bit even though married she listens to him.

SHORT SUBJECTS

The Tamale Vendor

Educational—21 Minutes

This number should get over in a big way. It is genuine laugh entertainment from start to finish with Tom Patricola and Chas. Judels as a snappy team. Tom is after the hand of a Mexican girl whose rich father wants her to marry a middle-aged Mexican (played by Judels). How they go about wooing the girl against a Mexican hacienda setting, forms much comedy.—J. S.

Down the Blue Danube

Vitaphone—9 Minutes

Clever and interesting short subject, though somewhat spoiled by a wise-cracking lecture that depends on antiques. Very picturesque scenes are shown along the Danube, bringing in the natives and their modes of dressing. If only a little more care had been chosen in the talking description this reel would have been something worthwhile.—J. S.

Two A. M.

Paramount—9 Minutes

Tom Howard, as usual, portrays a very dumb person. This is another humorous travesty on burglary, a bit reminiscent of his first Paramount short subject, "The Holdup." As a dumb assistant Tom makes a lot of noise in helping his burglar pal by carrying the tools. He then goes upstairs to ask the folks the combination of the safe. And everything else he does is just the opposite a person of common sense would do. Anyway, it's a clever skit.—J. S.

Chris-Crossed

Columbia—9 Minutes

You'll roar at this one. Eddie Buzzell turns out one of the best of his famous "bedtime stories for grownups." It is a clever burlesque on the discovery of America by Columbus. The entire reel has plenty of humorous situations and is a good laugh number anywhere.—S. F. D.

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

READY FOR FALL?

Wise Showmen Ahead of Thermometer

Along about the time the last rose of summer drops its petals in dejection, smart showmen with a weather eye on the box-office begin to make plans for the fall and winter months. Although warm weather is still with us, Old Sol will shortly withdraw his beneficent rays from outdoor amusements. Then will begin a concerted rush for indoor entertainment. The impression a theatre makes on the first "zippy" day lingers a long while with discriminating patrons. Warm, not hot, auditoriums are the best invitations for return visits when the wind howls over the runt golf courses and moans eeriely beneath the grandstands. The first few weeks of cool weather will determine business for the fall and winter months. The wise ones are arranging for their houses to appear at best advantage during that test period.

Nearly all exhibitors have plans for alterations and new decorations. The smart ones, in addition to such general changes, are checking up on the sound equipment, overhauling projectors, laying in extra parts for emergencies, checking up on the screen, securing a sufficient supply of fuel to meet any sudden unforseen demand.

The wise showman is doing all of this NOW. The careless exhibitor will wait until cold weather arrives. Into which classification do you fall?

GRADUAL CONTROL

Achieved by a Heating Thermostat

Gradual opening of valves or dampers only to the temperature required is claimed for a regulating thermostat for heating, ventilating and cooling apparatus marketed by the Powers Regulating Company.

This thermostat is said to make for greater comfort and the elimination of over-heating and cold drafts, besides keeping the temperature under control.

DECORATIVE LAMPS

Featured at Low Price by General Electric

Low-priced decorative lamps that also have value in the general illumination scheme have been announced by George Swope, president of General Electric Co. The new Mazda lamps are made in the 30-watt spherical bulb shape and size and come in two standard voltages of 115 and 120.

Retail price is 15 cents, said to average 25 per cent lower than that at which standard lamps have previously been offered. They are available in a variety of six bulb finishes and colors.

SEMI-DEAF AIDED

By Installation of Audiphone

Theatres are showing a growing interest in the patronage of the hard-of-hearing, according to C. W. Bunn, general sales manager of Electrical Research Products, who announces new contracts for the installation of Western Electric Audiphones at the following houses:

Belle Theatre, Belle Fourche, S. D.; Lyric, Monrovia, Calif.; Playhuose, Atascadero, Calif; Pelham, Bronx, N. Y.; and the Sprekels Theatre, San Diego, Calif.

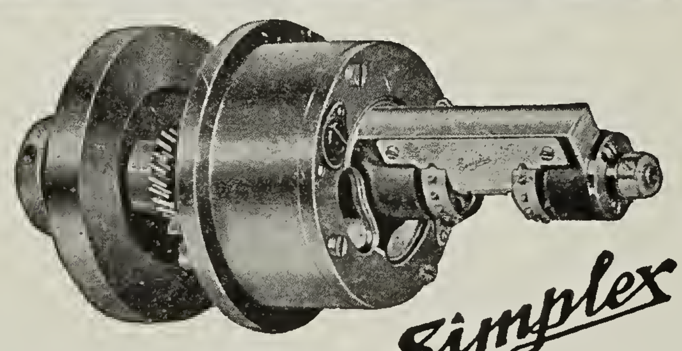
Umbrella Rack

A new service for patrons is found at the Warner Theatre of Morgantown, W. Va. A safety umbrella rack where rain sticks can be parked on a rainy day.

Demand

GENUINE PROJECTOR PARTS

....Don't be misled



Simplex

New Low Price
DOUBLE BEARING MOVEMENT
$125.00

THE purchase of non-genuine projector replacement parts or accessories is poor economy at best, and risky, because the manufacturer of spurious parts has but one idea in mind—to profit at your expense and that of the legitimate manufacturer. The latter has much more at stake. The satisfactory operation and maintenance of the projector which bears his name or trademark is of vastly more importance to him than the small profit to be made on the sale of a repair part. Insist on Genuine Repair Parts and Accessories. They cost no more than the "bootleg" variety and usually prove far less expensive in the end. Deal regularly with your National Branch. Always remember—Your purchases at National increase sales volume and the greater the volume, the more you save, because *National Passes these Purchase Savings on to You!*

NATIONAL THEATRE SUPPLY COMPANY

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa

CARE OF VACUUM TUBES

By R. H. McCULLOUGH in "The Last Word"

IT MUST be remembered that the life of anything depends upon the care it receives and this particularly applies to vacuum tubes. Whenever in doubt about the line voltage, secure A. C. voltmeter and see for yourself if the voltage is above 110 volts. If you find the line voltage above 110 volts and varying over wide limits, one of the first things to do is to write a good stiff complaint to the Power Company. We have installed voltage regulators, where the voltage varies over wide limits, sometimes being high, sometimes normal and at other times quite low. If the voltmeter tests shows the line voltage to be quite high, but uniform, a fixed resistance of the proper value can be used.

There are many troubles in amplifiers that do not show up under no-load condition, but do show up plainly under the normal load. Intermittent open circuits and high-resistance joints sometimes fall into this class. It is becoming increasingly common to find that most troubles emanate from defective vacuum tubes. Western Electric Sound Reproducing Equipment is very substantial. However, it will not stand neglect and abuse.

Appreciation is due and is in full measure given to the many projectionists throughout the world who have studied the fundamentals of power amplification, which assisted greatly in the success of sound pictures.

One of the greatest expenses in maintaining sound reproducing equipment is the replacing of vacuum tubes. All vacuum tubes, which are termed defective, do not fail prematurely as is believed by many projectionists. Regardless of the age of vacuum tubes, they should be handled with extreme care. The filaments of power amplifier tubes should be heated fully five minutes, before turning on the plate supply, in the Western Electric Power Amplifiers.

Many projectionists have had experience with a microphonic tube in the photo-electric cell amplifier, which would result in a whistling noise, which would become louder and louder until the amplifier was shut off or the fader brought to zero. A "microphonic tube" is simply an ordinary tube in which one or more of the elements are loosely mounted when assembled. It is essential that all the tube elements (grid, plate and filament) should be mounted and supported so that a rigid, fixed relation is maintained between them.

If any of the elements vibrate, the spacing between them changes and thus the normal characteristics of the tube are changed. For example, a tube having a low voltage amplification factor is constructed with the grid and plate elements mounted close together; whereas in a tube having high voltage amplification the grid is placed comparatively close to the filament and at some distance from the plate.

If sound vibrations cause a tube to move, then any loose elements within will also move. Any change in the distance between these elements will cause the value of the plate current to be affected in proportion. The plate current variations are then magnified by the amplifying stages following the (microphonic tube) and are reproduced as a swinging howl, varying in pitch according to the vibration period of the tube elements. In some cases interchanging the tubes will correct this condition.

FREE *from* **DISTORTION**

●
●
●

VISIBESTONE

THE PERFECT FIREPROOF SOUND SCREEN

1 Fireproof
2 Free from distortion of sight or sound
3 Acoustically perfected
4 Eliminates "sound pockets"
5 No glare — restful to the eyes
6 Easy to clean — lasts longer

APPROVED

By E. R. P. I., for use with all Western Electric Sound Equipment.

Sold by National Theatre Supply Company—all branches. Ask any salesman for further particulars or apply direct to the manufacturer.

Manufactured by

KEASBEY & MATTISON COMPANY
Ambler, Penna.

The AMBASSADOR

Los Angeles

No hotel in the world offers such varied attractions as the AMBASSADOR, "The Great Hotel that Seems Like Home"—the center of Los Angeles and Hollywood social life.

Continuous program of outdoor and indoor diversion. 22-acre park, playgrounds, open air plunges, tennis courts, 18-hole miniature golf course, archery, flowered pergola walks, cactus gardens.

An all talking picture theatre, world-famous Cocoanut grove for dancing parties. Riding and all sports. 35 smart shops. Ambassador convention auditorium seats 7,000. Guests have privilege of champion 18-hole Rancho Golf Club.

Most Attractive Rates

OUTSIDE ROOMS WITH BATH as low as $5 per Day

Write for Chef's Booklet of California Receipts and Information

THE AMBASSADOR HOTELS SYSTEM
BEN L. FRANK, *Manager*

THE AMBASSADOR, NEW YORK — THE AMBASSADOR, ATLANTIC CITY — THE AMBASSADOR, LOS ANGELES.

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

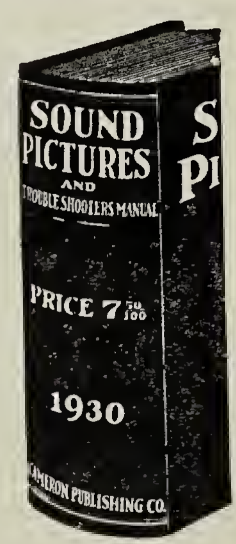
48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel ("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages 500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox (Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., Kansas City, Mo.

SELLING SEATS

PRACTICAL IDEAS . . . BY PRACTICAL SHOWMEN

WHAT to do!
HOW to do it!
WHEN to do it!

Costume Comic Strip Contest for Kiddies

A NOVEL contest to increase juvenile patronage is being staged by the RKO Orpheum Theatre in San Francisco. For a three-weeks' period, in co-operation with the San Francisco Examiner, the theatre is staging what is known as "The San Francisco Examiner Comic Character Contest".

All boys and girls participating in the contest must appear in costume at the Saturday afternoon performances. Costumes and characters must be chosen from the Sunday Examiner Comic Strip. Eliminations are held the first two Saturdays and finals conducted on One hundred dollars in cash prizes, and guest tickets constitute the awards.

Barney Google, Tillie the Toiler, Katzenjammer Kids, etc., are all represented by the children attending the theatre. The novelty of the contest is attracting much attention, pulling a large number of children, their proud parents, and other grownups.

The stunt naturally is garnering a lot of space in the daily and Sunday editions of the Examiner and is proving in general a good business builder.

Free Bus Trips Banish Red Ink

TWO Southeastern exhibitors who refused to let the depression stultify their brains are reaping a young fortune through a tie-up for free transportation with Colonial Stages. Each week three round-trip bus tickets to any town within a given radius of the theatres are given.

Started by Abe Borisky of the Park Theatre at Chattanooga, the idea has caught on in several other sections of the country. Another successful showman, George Wilby of the Cameo Theatre, Atlanta, has pulled his house out of the red in this manner.

Coupons are given with each ticket purchased. Numbers are drawn three times weekly—on what normally are dull nights. The winner selects a town within the designated radius and a round-trip ticket is issued immediately. Tickets are good for about a 30-day stopover.

So delighted were officials of the Colonial Bus Company that theatres in other towns are being approached regarding the proposition. The stunt gains a great deal of publicity and has a multitude of exploitation angles.

Gown Display Features "Bought" Campaign

AS if in response to a recent editorial in THE REEL JOURNAL appealing for the exploitation of the screen as in the days of old, E. S. Nesbitt, formerly prominent as a press agent, advertising manager and director of public relations, came through with a good stunt for the Newman, Kansas City, on Constance Bennett in "Bought".

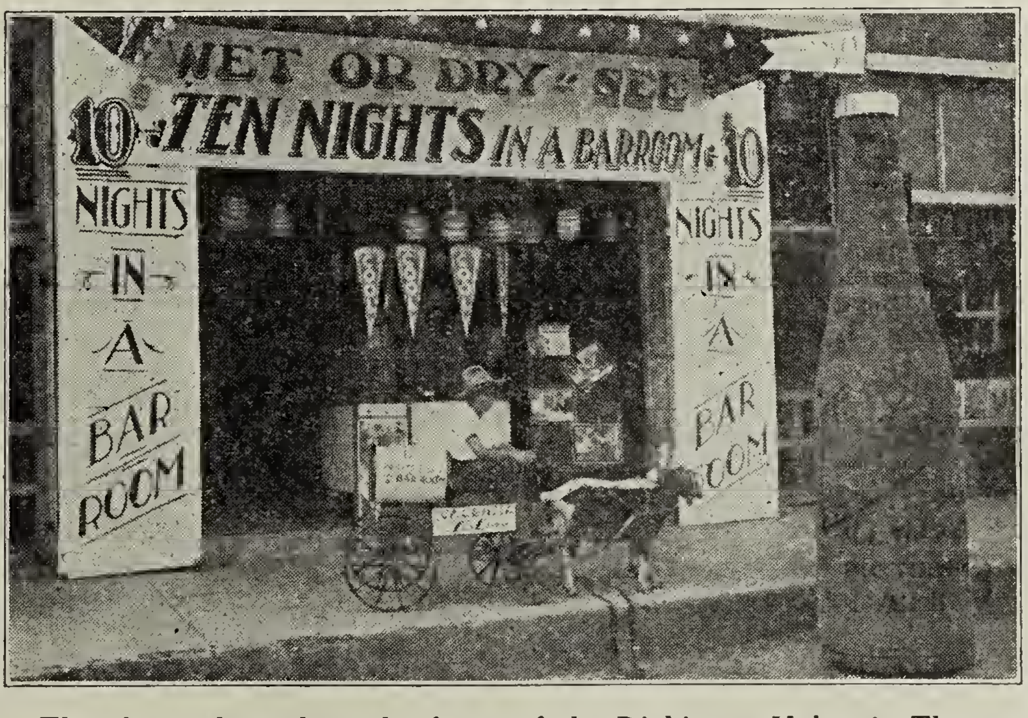
Through the assistance of Manager Sinift of Warner Brothers' Kansas City branch, four of the gowns which Miss Bennett wore in the production of the picture were secured for display on the mezzanine of the theatre.

Daily newspapers gave the dresses appealing pictorial and liberal readers of approximately sixteen inches in each paper on Monday afternoon. Business picked up at the Newman quite noticeably on Tuesday, demonstrating for the hundredth millionth time that exploitation pays in big round figures.

A high case designed to enclose a store column—four-sided—was secured with looking glasses so arranged that every curious one could scan the dresses fore and aft.

Editor's Note—Nesbitt, known to his friends as "Nezzy," has set the midwest on its ear many a time during the past years. He is the fellow who had people writing for conferences with a mythical "Dr. Jack". He organized the "Why Worry Club". He gave prizes to the one who could pay Mae Murray the greatest compliment, and the next week he secured 165 fully-dressed windows for "Lorna Doone" at a cost of ten cents per window. Then there was the time "Nezzy" distributed 20,000 copies of a daily paper on the streets at the traffic peak, headlined in red: "Hold Out—Pantages—Three Bad Men." It is stunts like these that make two customers rush him where one strolled before.

CLEVER STUNT ON "TEN NIGHTS"



The above shows how the front of the Dickinson Valencia Theatre at Macon, Mo., appeared for the showing of "Ten Nights in a Bar Room," state right picture distributed by the Midwest Film Distributors of Kansas City. But what made a clever stunt that attracted considerable attention was the car drawn by two goats, the boy driving about town, as shown in the picture. The stunt has been used similarly to good advantage at other Dickinson houses.

Candy for "Traveling Husbands"

TEN thousand pounds of candy were used as a Inscriptions on the boxes read: "Traveling Husbands always give their wives and sweethearts candies—'Traveling Husbands' all this week at the RKO Mainstreet."

Gardner Wilson, RKO exploiteer, arranged the tie-up. The candy was furnished by the Stover Company. tie-up in connection with the showing of RKO's "Traveling Husbands" at the RKO Mainstreet in Kansas City.

Twelve girls were posted at the busiest intersections and did a land-office business giving away miniature boxes, each containing one piece of candy.

Oriental Foyer for "Daughter of the Dragon"

THE Paramount Theatre, San Francisco, through a tie-up with Gumps Department Store, built a very attractive display completely transforming the spacious inside foyer of the theatre from its atmosphere of Spanish renaissance to one of Oriental splendor during the showing of "Daughter of the Dragon".

Thousands of dollars' worth of rare Oriental and Chinese tapestries and works of art adorned the spacious merchandising quarters creating considerable comment and attracting many to the theatre. A huge Buddha image, massive incensers, prayer rugs and lacquer screens were particularly attractive.

Title Change Contest Interests Children

WALLACE ELLIOTT, manager of the RKO-Hippodrome in Cleveland, popularized "Waterloo Bridge" by asking the public to suggest another title for the picture. $75 in prizes was offered. The only requirement was that the title must be original and not similar to any title previously used for any picture. The contest, staged through the Plain Dealer, made a tremendous appeal. It looked like easy money. The catch, of course, was that one had to see the picture before suggesting a title.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in **your** box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ______________
Star ______________
Producer ______________
Comments ______________
____
____
____
____
____

Title ______________
Star ______________
Producer ______________
Comments ______________
____
____
____
____
____

Title ______________
Star ______________
Producer ______________
Comments ______________
____
____
____
____
____

Exhibitor's Name ______
House Name ______________
Town ______________
State ______________

LITTLE TIPS
TO BIG THINGS

CLASSIFIFD ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

1,800 FINELY appointed spring cushion chairs; brand new; full upholstered backs; wonderful buy. Write for photo. C. G. Demel, 845 South State, Chicago, Ill. 9-8

FOUR MACY SPEAKERS complete. Boylies Square Theatre, New Bedford, Mass. 9-8

COMPLETE EQUIPMENT — Two Simplex projectors with reflector arc lamps, five hundred veneer seats like new, and brand new sound screen. Box 212, Nashville, Tenn. 9-8

MAKE ME AN OFFER—Wurlitzer Style-W organ and over $200 worth roll music; used 11 months. Shelley Powell, Brown Theatre, Stamps, Ark. 9-8

TWO GUARANTEED positively rebuilt Simplex projectors, with or without reflector lamps. Also motor generators, rectifiers, sound screens. Astounding values. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. eow

FOR SALE CHEAP — Star "Profit Model" popcorn machine. Upright model, on rollers. Perfect condition guaranteed. Ben Rives, Roanoke, Ala. 9-22

SYNCHROFILM completely installed and serviced. $650 up. All AC. Guaranteed by Weber and also by Lee Amusement Company. Cuthbert, Ga. 9-8

TWO NEW incandescent lamps with lamp houses complete for Motiograph Special. One Good-All Disc equipment cheap. Address 612, Associated Publications. 9-8

THEATRES FOR SALE

FOR SALE OR RENT—Shapiro Theatre Mt. Union, Pa., operating six days a week; sound on film equipment; 900 seats; population 6,000; only theatre in town. Will sell all or sell equipment and rent building. Wire or write, J. S. Shapiro, Mt. Union, Pa. 9-8

THEATRES WANTED

WANTED TO LEASE—Medium size theatre in New England. Must stand investigation. Lucien J. Parent, 51 Wood street, Lewiston, Me. 9-8

POSITIONS WANTED

OPERATOR AT LIBERTY—20 years' experience; will go anywhere; married, steady and reliable. B-380, Associated Publications. c9-8

SOUND PROJECTIONIST — Three years' experience; non-union; will go anywhere. Best references. Address Gayle Grubaugh, Golden City, Mo. 9-8

AT LIBERTY—Operator and manager, 15 years' experience; married; age 35; reliable. R. Perrigo, Columbia, Mo. 9-8

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POPCORN

SOUTH AMERICAN VARIETY $12 per hundred pounds; Brazilian Sunburst, $7.50 per hundred; Jap Hulless, $5 per hundred. Popping condition guaranteed. Douglas Co., Box D7631, Kansas City, Mo. 9-29

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

LITTLE MESSAGES FOR BIG RESULTS!

Your advertisement on this page, appearing in all ten Associated Publications, is your guarantee of reaching 20,000 prospects every week.
Little ads with a big punch often lead to big orders.
—AND AT ONLY A SMALL INVESTMENT.

Rates Upon Request

ASSOCIATED PUBLICATIONS, Inc.
KANSAS CITY, MO.

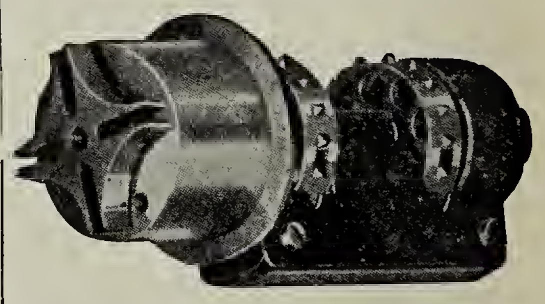
for houses with sound equipment
the talking trailer
and
the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

Read

THE BAROMETER

And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers
THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE
(36 Stores from coast to coast)
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS


GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay Investigate this economical way of improving your performance Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago. Ill
Telephone Webster 2190 or 2002

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

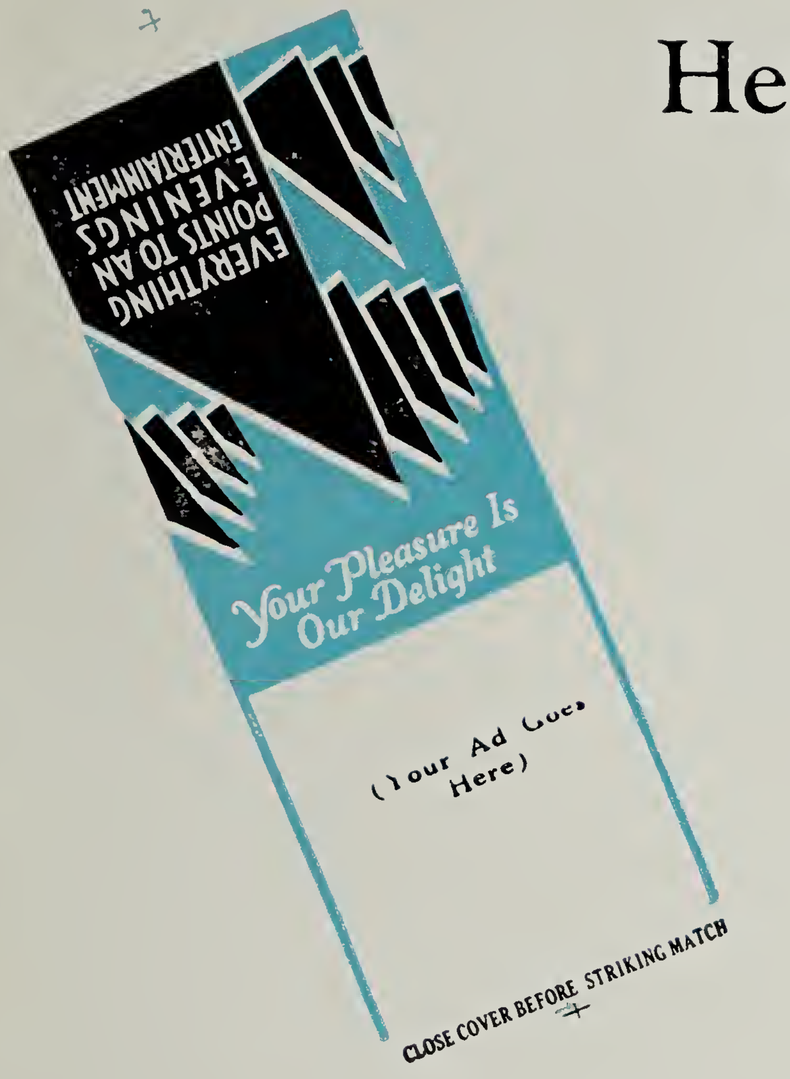
At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00	Per Thousand
5,000 Books	3.80	Per Thousand
10,000 Books	3.75	Per Thousand
25,000 Books	3.50	Per Thousand
50,000 or over	3.25	Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ___________

covering ____________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ___________________________________

Theatre _________________________________

Town _______________ State ___________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

MOTION PICTURE
DAILY
Registered U. S. Patent Office
Formerly Exhibitors Daily Review and Motion Pictures Today
ol. 3 August 1 , 1931 No. 6

"BUY RIGHT—BUT BUY NOW"

'Dirigible' in Second Week Leads Boston

Total $156,000 for 8 Theatres

Boston — "Dirigible," playing its second week at Keith's, did fully as well as in its first week, again placing the theatre at the top for the week's grosses. "Huckleberry Finn"

"DIRIGIBLE" (Col.)
(2nd Week)
KEITH'S — (2,800). 25c-65c. 7 days. **Gross:** $20,000. (Average. $18,000.)

"Dirigible" Cincy Best In 2nd Ru

Total $64,538 for 7 Theatres

Cincinnati—"Dirigible" at the RKO Palace was the big noise in town last week from the standpoint of plussing the house average. After having been roadshown for several weeks at one of the legitimate houses last winter to good returns, the picture did $17,800 on the week at the Palace, as compared with a $14,000 average. This was the only house to cross the line. In fact, none of the others reached par, the intakes at the RKO Strand and RKO Family touching new lows.

"BUY RIGHT—BUT BUY NOW"

"DIRIGIBLE" (Columbia)
RKO HIPPODROME — (3,800). 25c-35c-75c. 7 days. **Gross:** $17,000. (Average, $15,000.)

Se

Charl
a special lo
gible" to get
the Broadway.
ter than average.

"BUY RIGHT—BU

"DIRIGIBLE"
RKO MAJESTIC—(2,250).
days. **Gross:** $7,000. (Average,

"BUY RIGHT—BUT BUY NOW"

"Dirigible" Soars in St. Paul's Heat

Total $33,400 for 4 Theatres

St. Paul—"Dirigible" had things pretty much its own way in torrid St. Paul, and its figure of $15,000, which is $3,000 above average, plus the $16,800 the picture got at the RKO Orpheum, Minneapolis, came close to a Twin City summer record. Business generally was good considering the heat.

"BUY RIGHT—BUT BUY NOW"

"DIRIGIBLE" (Col.)
ORPHEUM—(3,000). 25c-35c-50c. 7 days. Vaude. **Gross:** $15,500. (Average. $13,500.)

"BUY RIGHT—BUT BUY NOW"

"Dirigible" High Flyer In Beantown

Total $155,500 for 8 Theatres

Boston—"Dirigible" at Keith's topped the grosses, with "The Secret Call" at the Metropolitan and "The Smiling Lieutenant," playing simultaneously at the Olympia, Fenway and Uptown for a second week's showing, making a close bid for second honors.

"DIRIGIBLE" (Col.)
RKO PALACE—(2,700), 30c-50c, 7 days plus Saturday midnight show. **Gross:** $17,800. (Average, $14,000.)

"BUY RIGHT—BUT BUY NOW"

"Dirigible" Is High in K. C.: Gets $17,500

Total $55,500 for 5 Theatres

Kansas City—Top honors last week went to "Dirigible," which flew high to the tune of $17,500 at the Mainstreet, whose par figure is $15,000. "Smiling Lieutenant" also beat par in a generally satisfactory week.

Estimated takings for the week ending August 15 and year-round averages:

"SMILING LIEUTENANT" (Para.)
LIBERTY—(1,200), 25c-50c, 7 days. **Gross:** $5,500. (Average, $5,000.)

"DIRIGIBLE" (Col.)
MAINSTREET—(3,067), 35c-60c, 7 days. Vaude. **Gross:** $17,500. (Average, $15,000.)

'Dirigible' Is Omaha's Best With $15,500

Total $33,050 for 4 Theatres

Omaha—There wasn't much to complain about in film circles, for only one theatre dropped below the normal figure. "Dirigible" topped all with a gross of $15,500 at the Orpheum, which beat par by $2,000.

"BUY RIGHT—BUT BUY NOW"

"DIRIGIBLE" (Col.)
KEITH'S—(2,800), 25c-65c, 7 days. **Gross:** $20,000. (Average, $20,000.)

'Frisco Business Picks Up With Three Holdovers

San Francisco—Box office receipts have jumped here with three Frisco houses holding features over for a second week. Pictures retained are: "Huckleberry Finn" at the Paramount, "Front Page" at the United Artists and "Dirigible" at the RKO Orpheum.

"BUY RIGHT—BUT BUY NOW"

"Dirigible's" $7,000 Leads In Charlotte

Total $15,500 for 2 Theatres

Charlotte—Heavy advertising and a special lobby display helped "Dirigible" to get $7,000 in a full week at the Broadway. This was $1,000 better than average. "The Squaw Man"

"BUY RIGHT—BUT BUY NOW"

"DIRIGIBLE" (Col.)
BROADWAY (1,167), 25c-35c-50c, 6 days. **Gross:** $7,000. (Average, $6,000.)

"DIRIGIBLE" (Col.)
ORPHEUM—(3,000), 25c-35c-50c, 7 days. **Gross:** $14,150. (Average, $12,000.)

"DIRIGIBLE" A HIT!

BOX OFFICE HEADLINES PROVE IT!

with

JACK HOLT
RALPH GRAVES
FAY WRAY

Story by Lt. Comdr. Frank Wilber Wead, U.S.N.

Adaptation and Dialogue by Jo Swerling.

A FRANK CAPRA PRODUCTION

Another
COLUMBIA TRIUMPH!

Buy Now— *but* BUY RIGHT!

SEPT. 15, 1931
VOLUME XII NUMBER 17

MOVIE AGE

NORTH DAKOTA
MINNESOTA
SOUTH DAKOTA
WISCONSIN
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

ALLIED REFUSES APPROPRIATION TO AID IN CONTRACT SUITS

EFFORTS TO BAN "BIRTH OF A NATION" FAIL

BERGER SAYS DISTRIBUTORS TAKE BRUTAL ADVANTAGE

Eddie Buzzell in
"Chris-Crossed"

Columbia *Nifty* Time, 9 mins.

This is one of the best of the "bedtime stories for grownups" turned out by Eddie Buzzell so far. It is a travesty on the discovery of America by Columbus and shows Chris at home working out his theories despite objections from unsympathetic parents, then appealing to the Queen for backing, the voyage across and finally the sighting of land—none other than New York in all its skyscraper glory with the discoverer being greeted by a harbor demonstration like that accorded the returning Lindbergh. Entire skit is richly humorous and should prove a big laugh number anywhere.

VARIETY

Christopher Columbus gets modern treatment in a finale that carries a surprise with laughs. All is burlesqued along antique lines until Columbus' craft sights land. Then the city of today is shown with the character remarking: "Now that I see all those people out of work I am convinced that the world is flat." It will provide plenty of mirth.—*Waly.*

Tops the World of Funmakers!

Eddie Buzzell

makes the whole world laugh in his Columbia Short Feature

BEDTIME STORIES

No Program is Complete Without Them

COLUMBIA SHORT FEATURES SELL SEATS

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

No Allied Legitant Aid

Budget for Contract Suits Denied; Steffes Is Commended; Percent Plans Scored.

The Northwest unit of Allied States will not sanction the violation of film contracts by exhibitors. It made this clear at the Minneapolis convention when it declined to extend financial assistance to members engaged in law suits with distributors over alleged contract violations.

This action was taken on the advice of W. A. Steffes, business manager, who declared that exhibitors must learn that when they sign an agreement they must live up to its terms.

In the past six months there have been approximately 15 suits brought by distributors against exhibitors in the territory for alleged contract violations. Steffes blamed the situation on overbuying by exhibitors and failure to read contracts carefully. He said the organization has been warning members regarding these matters for the past several years.

Must Observe Contracts

"If the organization is going to finance these suits it soon will find itself in a terrible jam," declared Steffes. "Never mind these suits. The theatre owners got themselves into them. Now let them extricate themselves as best they can. We are willing to give their lawyers the best advice and all the information that we have available, but that is as far as we should go."

Steffes declared that it would be ill-advised for the organization to go on record in favor of contract breaking.

"Exhibitors should be taught that when they sign a contract, it means something," said Steffes. "If they don't learn this they'll soon find themselves out of business. What's more, if contracts aren't worth the paper they're printed on, the producers, too, will have to go out of business.

(Continued on page 5)

Mayor Fails in "Birth" Ban Attempt

Injunction Restrains Interference With Picture; Second Time Attempt Has Failed.

Another effort to halt the showing of "The Birth of a Nation" in Minneapolis has failed.

Mayor W. A. Anderson endeavored unsuccessfully to block its showing, suffering the same experience as his predecessor in office, Mayor Kunze.

The picture on this occasion was booked into a neighborhood house for a Sunday and Monday showing. When the matter was brought to Mayor Anderson's attention he issued an order forbidding the performance.

The theatre owner immediately got in touch with Samuel P. Halpern, attorney for the Northwest unit of Allied States, who lost no time in applying to the courts for an injunction to restrain the mayor or police department from interfering with the showing. The injunction was issued Sunday morning and the picture went on that

(Continued on page 8)

Big Advantage

of Small Exhibitors Is Taken by Distributors, Berger Says in Sweeping Accusation.

Declaring that they take "brutal advantage" of the small independent exhibitor, Bennie Berger, president of the Northwest unit of Allied States, launched into a bitter attack upon distributors at the Minneapolis convention.

President Berger assailed the distributors for their "unfairness". In referring to the distributors, he did not qualify himself, but took them all in.

"During the past two years my attention has been called to numerous unfair things pulled by the distributors," asserted Berger.

Berger Attacks M-G-M

The attack came in connection with Berger's explanation of his controversy with W. H. Workman, Minneapolis M-G-M ex-

(Continued on page 8)

TRANSFER FOR P. A.

Duffus Succeeds McDonald at "Minn."

Bob McDonald, who has been assistant to Cliff Gill, publicity and exploitation chief at the Minnesota Theatre, Minneapolis, has been transferred to the St. Paul Publix publicity offices. He is succeeded at the Minnesota by Carlton Duffus.

Through a tie-up last week, arranged by Duffus, the Minnesota obtained much free publicity on streamers put up throughout the city by a leading coffee company. The tie-up was in conjunction with the "Hot Java," Fanchon & Marco unit, playing the house.

WARNER SCREENS

Two Films Get High Exhibitor Praise

Members of Northwest Allied States unit and others attending a special screening of "Star Witness" and "Five Star Final" at the Grand Theatre, Minneapolis, last week, expressed themselves as enthusiastic over the two pictures.

The screening was given by Warner Bros.' Minneapolis exchange which is distributing the pictures. Both have won high praise and are doing big business wherever shown.

Trotman Takes Another

Milwaukee — Frank Trotman, former operator of the Gem Theatre here, has taken over the South Side Palace and is operating it as the Ace Theatre.

Independents Needed

By M. E. CUFFEL, Editor

IN his opening address to members of Allied States attending the Minneapolis convention, President Bennie Berger asserted that distributors do not need or want the small independent exhibitors in towns of less than 3,000 population and that the only reason they are able to continue in business is because of the efforts put forth in their behalf by W. A. Steffes and others of his kind.

Testimony vouchsafed during the convention, however, did not substantiate the president's declaration. On the other hand, it tended to show quite conclusively that the distributors realize the importance of the independents in

(Continued on page 8)

Gaynor's Wistful "Ann" Wows Minneapolis Fans

Minneapolis (week ending Sept. 11)—"Merely Mary Ann," at the Minnesota, was the big drawing card of the past week. In spite of the sizzling heat, it did splendid business at the Minnesota. Patrons liked it very much. Another picture which won much praise and attracted good-sized crowds was "Waterloo Bridge" at the RKO Orpheum. Despite the absence of well-known names in the cast, the offering, helped by fine advertising and exploitation, had a strong opening. "Daughter of the Dragon" at the State was a disappointment.

Aster — **Today** (Monogram), Conrad Nagel. **Business:** Light. **Summary:** A domestic drama which grips in spots. **Entertainment Merits:** 65 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric — **Caught** (Paramount), Richard Arlen. **Business:** Fair. **Summary:** A moderately interesting and exciting western drama. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota — **Merely Mary Ann** (Fox), Janet Gaynor and Charles Farrell. **Business:** Very big. **Summary:** A sweet and wholesome romance of a wealthy young man and a poor little orphan housemaid who later inherits a fortune; good box-office stuff and suitable for all member of the family. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Cartoon Comedy; Stage Show.

R-K-O Orpheum — **Waterloo Bridge** (Universal), Mae Clarke and Kent Douglas. **Business:** Good. **Summary:** An artistic triumph, but lacking, perhaps, strong audience appeal; a powerful moving and poignant drama of a girl of the streets whose conscience will not permit her to accept the love of an unsophisticated young soldier who has captured her heart; not suitable for children. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage Show; Sound News; Cartoon Comedy.

State—**Daughter of the Dragon** (Paramount), Warner Oland and Anna May Wong. **Business:** Light. **Summary:** A fairly thrilling melodrama concerning Dr. Fu Manchu and his daughter and their plot to obtain revenge. **Entertainment Merits:** 75 per cent. **Short Subjects:** Newscasting; Slim Summerville Comedy; Bobby Jones' Golf Series.

MILWAUKEE

Alhambra — **Never the Twain Shall Meet** (M-G-M), Leslie Howard, Conchita Montenegro. **Business:** Fair. **Summary:** The story concerning the man who falls in love with the native girl and attempt, unsuccessfully, to go native for her sake. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal Newsreel; comedy.

Garden—**Salvation Nell** (Tiffany), Helen Chandler, Ralph Graves. **Business:** Poor (pulled after four days for a return showing of "Daddy Long Legs" for three days to round out the week). **Summary:** A picture of the girl who slaves to keep her lover in clothes and food and whiskey, but which fails to click with the sophisticated audiences of today. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy, newsreel.

Strand—**An American Tragedy** (Paramount), Phillips Holmes and Sylvia Sidney. **Business:** Good. **Summary:** A fine picture from the story by Theodore Dreiser, the only criticism which might be made is that it follows the book too closely. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox Movietone News; comedy.

Riverside—Fifty Fathoms Deep (Columbia), Jack Holt, Loretta Sayers. **Business:** Good. **Summary:** The diving sequences carry plenty of kick. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Warner—**Bought** (W. B.), Constance Bennett, Richard Bennett. **Business:** Fair (ended second week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Paramount Sound Newreel.

Wisconsin—**Guilty Hands** (M-G-M), Lionel Barrymore and Kay Francis. **Business:** Good. **Summary:** A decidedly Lionel Barrymore production in which he commits murder to save his daughter from marrying a man he knows to be rotten. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox Movietone News; Fall Kiddie Frolic, Fanchon & Marco Idea.

OMAHA

Orpheum—**Traveling Husbands** (Radio), Evelyn Brent, Hugh Herbert. **Business:** Very good. **Summary:** Evelyn Brent has the stellar role in this picture. The film story explains what traveling men do during their spare time while away from home. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, Newsreel and Sportlight.

Paramount — **Bought** (Warner Bros.), Constance Bennett, Ben Lyon, Dorothy Peterson, Richard Bennett. **Business:** Good. **Summary:** This is a story dealing with the sensational adventures of a modern girl, whose ambition is to raise herself to the dazzling heights of high society. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; newsreel, novelty.

State—**Chances** (First National), Doug Fairbanks, Jr. **Business:** Good. **Summary:** Story of two young British soldiers, brothers, who fall in love with the same girl. Temporarily miffed at the one brother, the girl promises to marry the other when the war is over. She later reveals the fact that she is not in love with tte youth to whom she is engaged. The working out of the strange conflict comes in the midst of a night raid on the western front. **Entertainment Merits:** 80 per cent. **Short Subjects:** Novelty; Comedy and newsreel.

World (1st half)—**Night Nurse** (Warner Bros.), Barbara Stanwyck, Clark Gable. **Busines:** Good. **Summary:** The story details the romantic adventures of a young girl who enters a great city hospital as a night nurse and leaves as a woman who knows life from its depths to its heights. **Entertainment Merits:** 85 per cent. **Short Subjects:** Newsreel, comedy and novelty.

World (2nd half) — **Daughter of the Dragon** (Para.), Warner Oland, Sessue Hayakawa, Anna May Wong. **Business:** Good. **Summary:** The daughter of Fu Manchu takes up the revenge of her father to kill all the remaining members of the Pentie family, carrying out the theme of the earlier Manchu pictures. **Entertainment Merits:** 75 per cent. **Short Subjects:** Comedy; newsreel and novelty.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES $2.00 UP

Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING THE LAKE
WHERE IT'S ALWAYS COOL

Zoning and Protection to State Commission

The Northwest unit of Allied States will carry its fight against zoning to the state railroad and warehouse commission and the state legislature in Minnesota. This was decided at the Minneapolis meeting.

Members voted to appeal to the state railroad and warehouse commission to aid them to outlaw zoning in Minnesota. If it is found that the commission lacks authority to act in the matter efforts will be made to obtain the passage of a law conferring such authority, the organization decided.

It was voted to have two committees appointed to deal with the matter—one for the Twin Cities and one for other towns in the territory.

The feeling among members was that there should be no protection outside of a city limits. While expressing the view that "it is wrong for one town to have protection over another nearby town," some of the members admitted that they were demanding it. All agreed, however, that "the biggest problem now is protection given to chain theatres". The only solution, declared W. A. Steffes, business manager, is to abolish protection entirely.

Steffes said that no test suit has been brought in accordance with a resolution adopted at the last convention because such a suit now is pending in Iowa and the result of that action will determine the future course of Allied in the matter.

Allied Convention

(Continued from page 3)

"One of the reasons for poor product is because the producers can't borrow sufficient money to make good pictures. The producers take their contracts to the banks to borrow on them, but the banks are afraid that exhibitors will not live up to them and they will not loan a sufficient sum."

Steffes said it would be suicide for the organization to go on record to finance the appeal of any individual, but promised that when the proper time arrived the officers would get behind the right case going to the United States Supreme Court on appeal.

Berger Asks Carisch Aid

Apparently Steffes and President Bennie Berger had gotten their wires crossed, because, prior to the Steffes' pronouncement, Berger had pleaded with members to contribute to a fund which would enable George Carisch, St. Paul exhibitor, to fight an appeal which Metro-Goldwyn-Mayer is taking to the State Supreme Court in its suit against the latter.

Metro-Goldwyn-Mayer is suing Carisch for alleged contract violation. It demurred to the defense set up by Attorney S. P. Halpern in Carisch's behalf that the film contract is illegal and unenforceable because it violates the anti-trust laws and lacks mutuality of obligation. The lower court refused to sustain the demurrer and held, instead, that the Halpern contentions constitute a defense at law. As a test case, Metro-Goldwyn-Mayer is appealing from this ruling.

President Berger declared that the matter was one of vital concern to all members. He said that all exhibitors would benefit if Carisch was victorious in the end. Asserting it was a fight for every member, he proposed an assessment to raise the funds to enable Carisch to oppose the appeal.

Members appeared to be willing to string along with Berger and Carisch, but a number of motions and substitute motions were introduced regarding the manner in which funds should be raised. Berger soon found himself in a parliamentary tangle and called upon Steffes to extricate him and take charge of the meeting. Then Steffes threw his bombshell, and the members, who a few minutes before had been ready to assist Carisch, applauded the contrary views of their manager vigorously and even President Berger had nothing to say in defense of his contrary views or in opposition to the Steffes' stand.

Steffes Commended

The organization went on record as commending Steffes for his work in behalf of Chicago exhibitors in the latter's fight against unreasonable demands of the operators' union. It also authorized him to continue to aid the Chicago exhibitors and went to Mayor W. A. Anderson of Minneapolis in a body to protest to him against a letter sent to Chicago denouncing Steffes as an enemy of union labor.

Declaring that Steffes deserved the highest praise instead of censure, President Berger asserted that "not another man in the United States would have had the courage to have undertaken that Chicago fight as Steffes has done".

It was announced that there had been 38 applications for RKO franchise price reductions and that the committee had allowed them all in full or in part.

Percentage Hit

A resolution was adopted putting the organization on record to oppose "efforts of distributors to force unfair percentage contracts on Northwestern exhibitors". President Berger said this was aimed particularly at the proposed plan to have the checking done by a local resident. He asserted that rather than buy pictures under such an arrangement he would close his theatres. Some of the members, however, said they didn't care if their fellow townsmen did know how much business their percentage pictures were doing.

"As far as the distributors are concerned, the primary object of the percentage arrangement in any small town is to find out how much business you can do with a picture so that prices for film can be fixed accordingly," declared Berger.

The organization voted to assist in any national plan adopted by national officers in conjunction with other organizations to assist in relief for the needy and unemployed this winter. Members expressed themselves as in favor of a plan whereby each theatre would contribute a number of tickets each week according to its seating capacity. The tickets would be sold and the proceeds used for relief purposes. The opinion was expressed that the taking of collections in the theatres or the imposition of a ticket tax would be detrimental to the industry.

Majority Buy Film

It was brought out during a discussion on contracts that a majority of the members have gone ahead and bought despite the supposed buyers' strike. Members reported that prices paid for new product were lower than a year ago and no dissatisfaction was voiced on this score.

Berger announced that as soon as his term of office expires next March he will retire from active service and cannot be a candidate for re-election because he is moving to Sioux Falls, S. D. He said he had intended to resign immediately, but was prevailed upon by Mr. Steffes to retain the office until the March election.

The matter of the alleged plan of distributors to classify houses charging 10c admission as 10-cent theatres and set back their release dates a year was not even brought up at the meeting. Admission prices were not discussed in any of their phases.

THEATRE OPTION

New House Planned for Eau Claire

Eau Claire, Wis.—It is reported here that W. L. Krause of La Crosse has obtained an option on a site for a new theatre.

The Wagner Amusement Company of Sioux Falls, S. D., is selling its local interests to Publix at Madison, South Dakota, just after installing new Western Electric equipment.

Distributes Ultraphone

Milwaukee—The distribution of Ultraphone sound equipment in this territory has been taken over by Charles Stone and Sam Levinsohn, the latter of whom is connected with the Theatre Seating & Equipment Co. here.

Leaders Not Asked to Explain "Strike"

Appeased by the claim of W. A. Steffes, general manager, that they will be able to obtain "better terms and conditions" than two months ago in the purchase of pictures, members of the Northwest Allied States' unit did not publicly call their president, Bennie Berger, and other officers to account for breaking the organization's "buyers' strike".

Although they sent out "orders" to members not to buy any pictures until after the Minneapolis convention, Berger and some of the other officers went right ahead and purchased new product for their own showhouses. Some of the comparatively few members, who heeded the "orders" and left themselves unprotected, have made known their displeasure with the officers' conduct and had planned to demand "explanations" of the higher-up "strike-breakers". But the angry ones apparently were reassured by Steffes' assertions that they would gain as a result of delaying their buying or they were given private explanations and requested not to start any trouble, because the matter was not brought up in open convention.

Better Deals Elsewhere

Steffes alleged that exhibitors in other sections were buying pictures at lower prices and on better terms than in this territory.

"Have you been harmed by the officers' recommendations not to buy new product until after this meeting?" demanded Steffes.

"Hardly," he continued, answering his own query. "You can get better terms and conditions today than two months ago. Let me tell you that in other sections exhibitors are buying Metro pictures without the percentage clause in the contract and 40 to 50 per cent of Paramount product at prices 60 per cent below those of last year."

THE PUBLISHER'S PAGE

THE NEW STANDARD CONTRACT

THE adoption of the 5-5-5 contract by the distributors and the option available to exhibitors to use this instrument or the individual forms of the various companies presages a return of arbitration. Many exhibitors are of the opinion that a standard exhibition contract is best for them, though, when they had one, they fought strenuously against it. Of course the 5-5-5 draft has eliminated some of the objectionable clauses and so it is considered an all-around fairer agreement.

We still hold to our contention that it doesn't matter whether a contract is standard or not, so long as the exhibitor enters into an agreement with his eyes wide open and adheres to price and play date stipulations. The honest exhibitor is careful about the agreements he signs before he signs them and doesn't rush into something with the thought that, if it doesn't turn out the way it ought to, he'll break it. Naturally contracts are made binding for the dishonest fellows, who are the big trouble makers.

The return of arbitration, which is another thing exhibitors fought, but which they recently voiced heavy favor for, is the highlight of the 5-5-5 contract adoption. In a business that is so far-flung as the motion picture business there are, naturally, some unscrupulous salesmen and branch managers who have violated business ethics and have caused exhibitors to be involved in contractual differences that otherwise would not have occurred. Arbitration, records show, has in most instances resulted to the favor of the exhibitor, particularly the little fellow, who isn't able to go into court to defend his legitimate rights. It is far better and far less costly to settle exhibitor-distributor disputes within the industry than through legal process.

Much of the difficulties have been caused by the exhibitors' acceptance of oral agreements. The warning has been issued many times, but it will stand repeating: Don't accept oral promises, make them put it in writing.

HARMFUL PUBLICITY

THE publicity brought out in general press of exhibitors' protests against high salaries paid to stars will, no doubt, have a harmful effect. The public is not concerned with the industry's disputes and the newspress is not the place for the fighting of inter-industry battles. There has been entirely too much dollar publicity brought to the attention of the public and to public officials through newspapers and some of the trade press. In a southeastern legislative session this spring a tax levy on theatre admissions was introduced and the sponsor of the bill read figures of theatre grosses from one of the trade publications that regularly publishes such figures.

Ben Shlyen

THE FILM GROUP
ASSOCIATED PUBLICATIONS

BEN SHLYEN, *Editor-In-Chief*
WM. G. FORMBY, *Managing Editor*

This Trade Paper is Published Every Week by
Associated Publications, Inc.
General Offices: 4704 E. 9th St.
Kansas City, Mo.
BEN SHLYEN, President
H. F. STEEN, Vice-Pres.
WM. G. FORMBY, Secretary

NEW YORK OFFICE:
551 Fifth Avenue
Chas. M. Mersereau, Mgr.
CHICAGO OFFICE:
1018 So. Wabash Ave.
Calvin Hermer, Mgr.

The Associated Publications are:
FILM TRADE TOPICS
San Francisco, Cal.
MOTION PICTURE TIMES
Dallas, Texas
MOVIE AGE
Minneapolis, Minn.
THE REEL JOURNAL
Kansas City, Mo.
MOTION PICTURE DIGEST
Chicago, Ill.
MICHIGAN FILM REVIEW
Detroit, Mich.
EXHIBITORS' FORUM
Pittsburgh, Pa.
THE OHIO SHOWMAN
Cleveland, Ohio
NEW ENGLAND FILM NEWS
Boston, Mass.
WEEKLY FILM REVIEW
Atlanta, Ga.

Protection Put To Test

Complaint to the Federal Trade Commission Threat Rumbles in Kansas City Muddle.

Kansas City—Continued dissatisfaction with circuit protection demands and hints of a complaint alleging restraint of trade were evident in a series of meetings here this past week. Despite the statement of M. B. Shanberg that Fox Midland Theatres in Kansas City have definitely decided to book 1931-32 pictures under the protection schedule of last season, local independents expressed themselves as dissatisfied. Several independents feel they are being discriminated against in the old schedule.

A series of meeting were held on protection and zoning by the newly-formed Independent Theatre Owners Association of Kansas City. Rumors continued that unless certain changes were made in the protection schedule of Fox Midland circuit, an appeal would be made to the Federal Trade Commission. Officials refused to be quoted.

(Continued on page 13)

CONTRACT TRADE PLANNED

Distributors Consider Replacing Old Form With 5-5-5 for This Season's Film.

New York—A plan whereby exhibitors who have already bought their 1931-32 product, may substitute to new 5-5-5 contract for the document on which the product was purchased, is being considered in distribution circles. This, distributors state, will give exhibitors more advantages in place of the ones already signed.

If distributors do not decide to adopt the substitution of the new for the old idea, it is thought they will await the next sales season to place the 5-5-5 agreement in use.

Deal on Football

New York—A deal has been consummated whereby each of the new Tiffany-Football For the Fan Series, produced by Alfred Mannon, and distributed by Educational Film Exchanges, Inc., will play the entire Loew Metropolitan Circuit.

Ricketts Cast

Hollywood—Tom Ricketts has been signed for a part in "Surrender," Warner Baxter's next picture.

Labor Back To Work

Majority of Situations Report Favorable Progress Toward Amicable Settlements.

Settlement of labor disputes in the majority of situations over the country presages a determination on the part of both theatre and labor interests to end their squabbling and get down to work for the new season.

True, many territories are centers of strife, but in the main these spots consist of more smoke than flame. Reports from all parts of the country, announcing the successful culmination of negotiations between theatre and labor interests, by far outnumber and outweigh the more spectacular "wars".

The following points, to mention only a few, have already signed, or expect no trouble in signing, labor contracts for the coming year:

Memphis—Operators have gone back to work at four downtown circuit houses, following the sign-

(Continued on page 13)

HI-LITES

IN THE WEEK'S NEWS

New York — Tiffany gets a Broadway first-run for twelve of its pictures through a deal signed with B. S. Moss for Moss' Broadway, which reopens September 19.

Hollywood — Greater use of music in the future productions is planned by M-G-M. The company has built its music library up to more than 25,000 numbers. The numbers will be spotted where they fit in logically.

Minneapolis — Contracts have been closed whereby more than 125 Publix houses in the Minneapolis, Omaha and Des Moines territories will play the full Vitaphone output.

Rock Springs, Wyo.—En route to an eastern college, Ralph Cohn, 17-year-old son of Jack Cohn, Columbia, was hurt seriously in an auto accident here. Buddy Schulberg, son of B. P. Schulberg, riding in the car following Ralph's, rescued Cohn and took him to a hospital.

New York — RKO has completed a contract with Publix whereby the chain will play Radio Pictures, features and shorts, in approximately 600 houses throughout the country.

Hollywood—Reports here indicate that Paramount and Buddy Rogers have reached the parting of the ways. Rogers, with Paramount for six years, will organize an orchestra for radio programs.

Yawn at Gang Films

Minneapolis—"The public is beginning to yawn" on gangster pictures, according to Abram F. Myers, Allied head. He deplores "imitativeness which leads to production of an unending succession of such pictures". Allied has no definite policy regarding gangster pictures, he pointed out.

So-Called Film Cycles Myths, Says Rogers

Hollywood—That screen entertainment is governed almost solely by cycles is a Hollywood myth that has grown out of all proportion to true facts, according to Charles R. Rogers, vice-president in charge of RKO-Pathe production.

"The screen has always presented an amazingly wide variety of entertainment and always will," declared Rogers. "Varied programs that will keep public interest stimulated and appeal to widely different tastes are the life of the picture business and every producer realizes it.

"It is the producer's job to keep his pictures as much in harmony with public interest as possible and that affords the chief basis for the cycle myth. Every now and then some phase of current life attracts unusual attention and pictures depicting it are eagerly patronized.

"The so-called gang film cycle is a case in point. The public wanted to see and hear all it could about this amazing phenomena of contemporary life. A number of gang pictures were made and succeeded, but that does not mean the studio managers transformed their plants into arsenals and stopped all other type of work to turn out this type of entertainment.

"During this 'cycle,' gang picture were really an infinitestimal minority of the Hollywood product. There were no machnie guns spitting from the screns where 'Cimarron,' 'Holiday,' 'Skippy,' 'Daddy Long Legs,' 'Born to Love' and the vast majority of other popular attractions played.

"The much-talked-of 'drawing-room era' brought such pictures

(Continued on page 13)

MORE PREPARATION

Warner Will Film Only Four at Once

Hollywood—Designed to allow more time in preparation and consume less time in shooting, only four features at a time will be made by Warner and First National, instead of the old mass production method. This will prevent studio shutdowns.

The new system, already tried, has resulted in better product and a saving of time and energy, according to Harry Warner. Directors are now spending from 12 to 15 weeks in preparation.

CENSORSHIP MEET

Council to Present Data on Boards' Methods

New York—Considerable data on the operations of censorship boards and plans for a campaign against motion picture censorship are expected to be revealed at a meeting next month of the National Council on Freedom from Censorship.

Conferences will be held with representatives of the M.P.P.D.A. and other distributors and producers. The council has been engaged for many months in research work.

THEATRE CLOSED

By Demands of Exchange, Allied Charges

An instance of an exhibitor in a town of 350 population having signed a film contract under which he is said to have been compelled to pay over to a Minneapolis exchange between 50 and 75 per cent of his gross receipts for film rental was brought to the attention of members of the Northwest Allied unit at the Minneapolis meeting.

The exhibitor, it was stated, was new in the business and had signed a contract without realizing the burden that he was assuming. He operated twice a week for a while and then only one day a week. Now he has closed his house.

Officers said they went to the film exchange to seek relief for the exhibitor, but that he was refused. They claim they were told that if the exhibitor cannot pay what the exchange needs to obtain for its product "he can keep his theatre closed". If he ever opens again, it was stated, he is obligated to play the pictures for which he contracted at the alleged exhorbitant prices.

A MINNESOTA PUFF

Theatre Gets Break at State Fair

The Minnesota Theatre, Minneapolis, received the benefit of considerable publicity last week when Lou Breese, its popular master of ceremonies, was introduced to the 20,000 crowd in the grandstand at the State Fair. Al Shean, well-known WCCO announcer, did the introducing.

This week at the Minnesota Breese is sponsoring the appearance of Miss Dorothy Neary, a young Minneapolis vocalist, in a song of her own composition, "Nobody Has the Blues But Me". The Minnesota orchestra, with Breese conducting, accompanies her.

Berger Attack

(Continued from page 3)

change manager, relative to the latter's alleged effort to give Publix 45 days' protection over independents in the territory on M-G-M product.

Referring to Mr. Workman's denial in "Movie Rage" (the name given to this publication both by Mr. Berger and by our contemporary trade publication in the tertory, Berger called upon members present to take the floor and substantiate his charges. Several did so, declaring that when they negotiated for Metro product they were informed they could not have pictures until 45 days after it had been released to Publix.

Berger said he did not go to Mr. Workman to negotiate for Metro product, but to check up and verify complaints against Metro regarding the 45-day protection.

"When I found out first-hand what Workman was trying to pull, having gone to the Metro exchange on instructions from W. A. Steffes, our business manager, I reported back to the latter about the rotten deal. Mr. Steffes immediately communicated with the right people in New York and blocked the plan. When New York apparently 'laid down the law' to Workman, the latter came out with a denial that he ever had attempted to give Publix the 45-day protection."

Except for Allied States, Berger claimed, the 45-day protection would have been put over and, if Metro had gotten away with it, other companies would have followed suit. He praised Manager Steffes for being able to block the plan.

However, everybody had a laugh when the exhibitor, whose complaint against the 45-day protection started the Berger investigation, was asked if he is able to obtain Metro pictures sooner than 45 days after their Publix release date now and he answered in the negative.

Independents Needed

(Continued from page 3)

the industry and are doing everything possible to bring about more harmonious relations with them in an effort to promote their mutual interests.

Exhibitors attending the meeting told of buying pictures at lower prices than a year ago and expressed no dissatisfaction on the score of film rentals. In fact, with a few exceptions, it was indicated that relations between distributors and exhibitors are becoming more and more amicable and that the distributors have been meeting the exhibitors half-way.

This is an encouraging development. The small town independent exhibitor is an important factor in the film industry and the producer most assuredly does need this outlet for his product. And the wise distributor realizes full well that success for the exhibitor means his own success and he is doing his utmost to promote that success if he is a good and wise business man.

Film Sales Off Despite 'Sunshine' Gab--Myers

Regardless of the "sunshine" good business propaganda being circulated by the film distributors, the latter's sales have been severely restricted and the going is extremely tough, Abram F. Myers, national president of Allied States, told Northwest unit members at the Minneapolis meeting.

The buyers' strikes called by various Allied units throughout the country have been successful and exhibitors are only purchasing pictures piece-meal, Myers contended in his talk to members.

The big problem of Allied States today, according to to Myers, is to bring to the attention of the proper government authorities instances of anti-trust law violations and other practices, including zoning, detrimental to the small independent exhibitor.

There is no problem too big for Allied to solve and it behooves exhibitors to keep their courage, Myers asserted.

Repair La Crosse House

The Rivoli Theatre, La Crosse, Wis., has been remodeled and redecorated at a $40,000 cost and reopened August 30. It has Western Electric sound equipment.

ANOTHER FOR LOOP

Lyceum to Play Straight First-Run Bills

Publix is facing important new opposition in the Minneapolis loop.

On September 19, the Lyceum Theatre, 2,500-seat loop house formerly devoted to legitimate attractions and concerts and one time operated as a silent film house, will blossom forth as a sound-equipped theatre devoted to a picture policy. The initial attraction will be "The Viking". Film Epic pictures also have been obtained for the house.

The RKO Seventh Street Theatre, which has been closed for the summer, reopens September 18 with a straight first-run film policy again. Negotiations also are under way to obtain a lease on Pantages Theatre, dark nearly two years, with the idea of operating it under a straight picture policy.

Manitowoc, Wis.—An electric canopy has been erected on the Capitol Theatre here at a cost of $1,700, according to Robert Guiterman, manager of the theatre.

Film Ban Fails

(Continued from page 3)

day and Monday, as originally scheduled.

Mayor Kunze halted the showing of "The Birth of a Nation" at the Lyceum last season, but the management obtained an injunction and reopened with the picture.

Temple Transfer

Viorgua, Wis.—Koppelberger & Stuart of La Crosse have taken over the management of the Virogua Temple Theatre, operated for the past 10 years by B. C. Brown. The theatre has been closed for renovations and will reopen the latter part of September.

OLD EQUIPMENT CAN BE TURNED INTO CASH THRU THE CLEARING HOUSE.

Now Taking Percentage Dates in Towns Over 1,000
WE FURNISH BALLYHOO TRUCK WITH STEAM CALLIOPE — SPECIAL LOBBY DISPLAY AND OIL PAINTINGS.

THE WORLD'S GREATEST PLAY
WILLIAM FARNUM
IN
TEN NIGHTS
IN A
BAR-ROOM
NOW ON THE TALKING SCREEN

WRITE OR WIRE
ALBERT DEZEL
Road Show Pictures, Inc.
804 So. Wabash Ave.
CHICAGO

ALSO TAKING DATES ON
"PRIMROSE PATH"
"WHITE CARGO" and
All-Talking Road Show
Money Getter.
Recorded on Film and Disc.

NEWS FROM EVERYWHERE

CURRENT EVENTS
GATHERED FROM ALL
PARTS OF THE COUNTRY

GANG FILM MEASURE

Newark, N. J.—Exhibition of "gang films" will be a misdemeanor and a court injunction may be obtained to prevent their presentation if a bill slated for introduction to the legislature is passed. Assemblyman David M. Litwin, author, intends the bill to forbid importation of gangster pictures into New Jersey.

SEVEN TO NON-UNION

Passaic, N. J. — Six Warner houses and one Publix unit here and in Paterson have gone to non-union operators as the result of failure to reach an agreement with union labor. The houses adopting open shop policy are the Capitol and Montauk here and the Regent, Tivoli, Fabian, Garden, and the United States Theatre (Publix) at Paterson.

HOLYOKE AGREEMENT

Holyoke, Maess. — Local independent theatre owners have reached an agreement with union labor whereby two men will be retained in the booths. Joint salary for the two men will be $90 per week for six hours per day for five days, eight hours per day on Saturday and Sunday; overtime to be paid at the rate of $1.75 per hour.

FILE CONSPIRACY SUIT

Olneyville, R. I.—Suit for $150,000 has ben filed by Jacob Conn, local exhibitor, against RKO and the Royal Theatre in this city. Conn alleges that the defendants conspired to prevent him from securing RKO product.

PUBLIX DETROIT CUT

Detroit—Publix has reduced admission prices at all its downtown houses in an effort to offset the Fox top of fifty cents.

OPERATOR TRUCE

Pittsburgh—The larger affiliated first runs here have signed two-year contracts with the operators. The new agreements constitute a slight increase in wages. Independents have refused to sign.

MEMPHIS LABOR PACT

Memphis—Four local circuit first-run houses have reopened here following an and theatre interests shrdup agreement between operators and theatre interests. Houses involved are Loew's State, RKO Orpheum, Loew's Palace and Warners'.

PLAN LEGAL ACTION IN LABOR WAR

Providence, R. I.—Legal action against union operators is contemplated by local independent theatre owners, who claim the operators are attempting to interfere with business. The theatre interests claim the houses cannot afford to meet union labor's demands, and that the operators are seeking to retaliate through unjust methods.

UNION FIGHT TO FINISH

Pittsburgh — Union operators here, through Business Manager Ralph Freeman, announces that picketing will continue "if it takes all winter to make the independents yield." Thirteen independents are operating with an open ship policy. Circuits have met union demands.

STANWYCK RESTRAINED

Hollywood — A temporary ininjunction has been granted Columbia in the Superior Court restraining Barbara Stanwyck from making pictures for Warner Bros. Thus the first points in the tilt go to the company. Further details, along with a statement by Joe Brandt, president, will be found on page 13 of this issue.

STEFFES ON CONTRACT

Minneapolis—Al Steffes exhorted members of the Allied convention in session here last week to know the contracts they sign and then fulfill the obligations they agree to. M-G-M came in for a resolution against its sales. The Ross checking system, lately established here, also was attacked.

DELAY RADIO SUIT

Wilmington, Del.—Suit of the Government against RCA and other electrical firms, in which the defendants are charged with having maintained a "radio trust," has been postponed by U. S. District Court Judge John P. Nields.

"CINCY" NON-UNION

Cincinnati—Only 18 out of 70 houses in Greater Cincinnati are using union operators, according to a check-up by Allied Business Manager, F. M. Strief. About 30 houses are using members Movie Projectionists Union of America, a local independent organization.

U. A. BUILDING HALT

San Francisco — There will be no further building of United Artists houses on the west coast when the three theatres now in construction are finished, according to announcement last week. The houses now being erected for U. A. are the Berkeley, Vallejo and the Palo Alto.

CHAS. GLICKHAUF, DIES

Omaha—Charles Glickhauf, M-G-M exploiteer, died here suddenly last week of heart disease. For the past six years with M-G-M, he divided his time among the Kansas City, St. Louis, Des Moines and Omaha branches. He was 64 years of age.

5-5-5 FOR NEXT YEAR

New York — Decision to postplacing of the 5-5-5 exhibition contract in operation until the next season was reached Friday at a meeting of major company sales managers at the Hotel Algonquin. It was originally planned to have the contract ready for use about January 1. Story on page 7 of this issue relates the probability of distributors substituting the new contract for the old where exhibitors have already signed for the new season's product.

OTTUMWA JOINS PUBLIX

Ottumwa, Ia. — The Strand Amusement Company has joined Publix. Publix Ottumwa Theatres, Inc., has been formed to control the Strand, Ottumwa, Rialto and Capitol. Jock Cohen of the Strand company is president of the new corporation.

WARNER-F. N. SALES UP

New York — Sales on Warner Bros. and First National product for the new season have increased 35 per cent over that of this time last year, according to Jack L. Warner.

PROFITS FOR LOEW'S

New York — Net profit of Loew's, Inc., for the 40 weeks ending June 5 represented almost two million less than that earned in the similar period of 1930, and more than a million above the same period in 1929. The current period's earnings was $9,829,482, or $6.04 a share, as compared to last year's $11,781,824, and $8,215,034 in 1929.

SEEK GARAGE SITE

Los Angeles—Site for a seven-hundred-car garage to service the Paramount and United Artists theatres here is being sought by Hughes-Franklin Theatres.

FIGHT COPYRIGHT BILL

San Francisco — Exhibitors of this state are preparing to fight for the prevention of enactment of the copyright bill. California exhibitors incline to the opinion that since the producers pay for the use of copyrighted music on the film there should be no license tax on the exhibitor.

EUROPEAN BUSINESS

New York—Business conditions in Europe are much the same as in the United States, Carl Laemmle stated on his return last Thursday from a trip abroad. Universal's business in England has been very satisfactory and in German it has been the company's best summer, he said.

MUSICIANS WILLING

Philadelphia — Musicians here have announced that they are willing to resume work in Warner-Stanley houses pending settlement of contract differences between the union and theatre interests.

UNION TAKES CUT

Dallas — Operators' agreement to take a small salary cut at Dallas first run houses has resulted in the signing of a two-year contract with union members.

RUBENS TO LECTURE

Chicago—J. M. Rubens, head of Publix Great State Theatres, has resigned his position. He plans to conduct a lecture tour of America and Europe in his capacity as vice-president of the Illinois Association of Chiefs of Police and a state police commissioner. He will speak on the evils and remedies of gangs and gang warfare.

DELAY ROUTS BANDIT

Pittsburgh — "Hand it over!" Mrs. Anna Baier, ticket seller at the Warner Theatre, raised her eyes to look into the muzzle of a rather mean-appearing revolver. She stalled for time. So successful was her delay that when a patron approached the box-office the would-be bandit fled. Some $1,000 was in the ticket office at the time.

HINT RESTRAINT PROBE

Austin, Tex. — State investigation of restraint of trade charges in Texas theatrical circles is hinted in the launching of a probe by Attorney General James V. Allred against leading state oil companies.

Exhibitor Retails Amuse
Methods In Realiz

Permanent Prosperity For T
Advertising Is Regularly Use

By

JOE
BRANDT

President

Columbia Pictures Corporatio

I HAVE always contended that exhibitors in general laid too much stress upon the BUYING of pictures and not enough on SELLING them to the public. If theatre owners devoted half as much thought to MERCHANDISING their theatres as they now do in trading for film, the mere matter of exhibition cost would no longer loom up as so great a factor.

I have heard it repeatedly said that show business is show business and comparable to no other line of endeavor. Admitting that the amusement field does contain one or two characteristics not observable in other industries, the exhibitor has this much in common with other merchants—he is a retailer and the only difference consists in that he sells entertainment while merchants in other fields sell shoes, shirts or groceries. And since the exhibitor is in the business of selling, he cannot hope to prove a hundred per cent successful unless he observes the very definitely established sales principles which govern the disposal of all commodities.

Generally speaking, the exhibitor has a far heavier investment in his business than is the case with the average merchant in his community. This investment consists of brick and mortar, the necessary sound and projecting apparatus and, in addition to this, a legal obligation in the form of film purchases which he makes at the rate of a year at a time. Gambling as he does with the elements, in addition to other factors, it is more necessary for him to advertise regularly and intensively.

For example, a merchant who stocks his shelves with a physical and tangible commodity always has a chance of selling the articles in question. The merchandise the exhibitor has must either be sold at the time he presents it or he loses out on that particular investment in entertainment. A customer may postpone purchasing a pair of shoes for a day or a week, but the patron who does not come out to see a particular film at the time it is shown represents revenue forever lost on that subject. This makes it compulsory for the exhibitor to advertise regularly. His advertising must be p
velop the theatre-going habit in th
a picture and then presenting it
puts the blame for poor box-office
of the theatre owner.

The desirability of any article i
most invariably viewed in relati
advertised and presented. Every
this statement when he recalls h
he has shown in the past. In the
gards cheaply is exploited cheapl
real sales effort back of it. On th
an adequate investment in prop
been well repaid by the extra pro
about.

For years, I have watched with
pathy the notable work performe
tions, but I have always wonde
totally neglected a matter of ut
consists of developing plans for in

Editor's Note: Because of the timely importance of Mr. Brandt's statement and because of its vital interest to all exhibitors we have given it this unusual prominence.

ment and Must Use Store ing on His Wares

eatres Possible Only When To Create Movie-Going Habit

ned along lines calculated to de-
people of his community. Booking
h a minimum of advertising effort
ceipts squarely upon the shoulders

he ultimate consumer's mind is al-
hip to the manner in which it is
hibitor will recognize the truth of
own attitude towards the pictures
ajority of cases, the picture he re-
nd seldom, if ever, does he put any
other hand, whenever he has made
publicity and advertising, he has
this extra advertising has brought

eat interest and with a keen sym-
by the various exhibitor organiza-
why these organizations almost
t concern to the exhibitor. That
asing theatre attendance. An example of the good which such organizations can do along this line has been furnished by BIG BUSINESS for years. Pick up the trade papers of any other industry and in their pages will be found articles telling of meetings of retailers' associations at which ideas for greater store patronage have been developed. The growth of INCOME looms up most importantly to them as a group. OUTGO is considered of concern only to the individual and primarily a matter of his own operating efficiency. It is to be regretted that exhibitor organizations place so much importance upon grievances and so little importance upon the problem of helping their members get a greater share of the consumer's dollar.

I repeat, it isn't what the exhibitor spends for his show that is half so vital as the possible income he can derive from it. I am continually seeing examples of what good and bad showmanship mean in dollars and cents. One exhibitor playing a picture that is generally cleaning up, will complain of poor business; another, playing an ordinary attraction, will do a good business and show a profit. In the case of the first individual he does not know, or will not learn, that showmanship is necessary; the second finds something worth advertising in every picture and tells the public all about it. All too frequently, the difference between a good and a bad picture exists solely in the imagination of the individual and, to realize the truth of this assertion, it is merely necessary to recall how many mediocre pictures have been built up to appeal to patrons as worthwhile attractions by honest-to-God showmanship, whereas good pictures have been ruined by niggardly exploitation.

Chiselling on advertising may appeal to some exhibitors' sense of thrift, but whether they recognize it or not, such a policy is like the proverbial ostrich hiding its head in the sand. Even if he should ultimately save a dollar or two on his advertising efforts, in the long run the theatre owner endangers his investment because the public's attitude towards a picture is in direct proportion to its importance, as shown by the extent to which it is exploited.

ADVERTISING is the wisest of all policies at this time! ADVERTISING IS THE DYNAMITE WHICH WILL BLAST AWAY THE LOG JAM HOLDING BACK THE WATERS OF PROSPERITY. USE THAT DYNAMITE FREELY AND WATCH GOOD TIMES COME FLOODING IN!

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES

Studio Representative,
Associated Publications, Inc.

HOLLYWOOD got a new thrill with a different kind of premiere. Following an announcement of the sale of "grape bricks" by a San Francisco company, long lines of customers appeared at a boulevard store and the police were called to insure safety and prevent a traffic jam. The first supply of several thousand bricks was exhausted within the hour. Indications are that numerous corners where baby golf courses formerly thrived will be turned into stands for the sale of the bricks.

* * *

Motion picture production in New York studios, last year threatening to "steal" the industry from Hollywood, has shrunk to the making of only short subjects, film executives disclosed. A representative of the M. P. P. D. A. in commenting on the situation said:

"Every so often there is a temporary increase in activity in the motion picture field in the East. Then everyone cries 'down goes Hollywood.' But Hollywood never goes down."

The popularity of Hollywood as a motion picture center, it was pointed out, is due to climatic conditions as well as concentration of studios.

* * *

Ed W. Rowland, formerly of the eastern theatrical producing firm of Rowland and Clifford, has taken over the Hollywood Playhouse on a long term lease, in association with R. Hernandez. The policy will be the presentation of plays having marked successes in the east, and the production of new plays by writers of national reputation now in Hollywood.

* * *

Extra girls still break into the spotlight. Ann Dvorak, who has followed the path of the extra for three years, has been placed under a long term contract by Howard Hughes. Her first assignment will be the femme lead in "Sky Devils." Miss Dvorak replaces Lola Lane who was originally signed for the part.

A new independent film company has been formed under the cognomen of Patrician Pictures, Ltd. The leading lights in this new organization are Walter Camp, Jr., and Emil Jensen, formerly with Inspiration Pictures.

Alan Crosland, director of Jolson's "Jazz Singer," has joined forces with Camp and Jensen and it is stated that Columbia will release the product. "Thirty Days," an original by Hal Conklin, is the first production scheduled. This and other features will be made at Tec-Art Studios.

* * *

Well known names are finding their way to the independent lots. They are particularly noticeable on the rosters of Monogram and the newly formed Peerless Productions. According to the statements of players already signed the independent is being looked upon with a great deal more respect than at any time in the history of the business. With "The Sea Ghost" completed and scheduled for September release, Peerless Productions are well under way at the Tec-Art studios. "Lovebound" and "The Sporting Chance" are now in work. Featured in the cast of "Lovebound" are Myrna Loy, Betty Bronson, Nance O'Neil and Ralph Forbes. "The Sporting Chance" players include Wm. Collier, Jr., Claudia Dell, Belle Bennett, James Hall and Stepin Fetchit. Monogram's boasts the names of Sue Carol, J. Francis McDonald, James Murray and Noah Beery.

* * *

We learn some interesting facts following the announcement by Paramount that Gary Cooper would journey to England to star in "The Light That Failed." Robert T. Kane, Paramount production executive in Europe, plans to produce some pictures in England based on stories written by famous English novelists. The works of Kipling and Arnold Bennett have already been lined up. Looks like an American invasion of the European production field motivated by the foreign quota laws.

Chic Sale has signed a contract with Warners to make three pictures a year for two years. His spare time can be utilized in his former occupation of "specialist" or any pursuit other than that of working for any other picture company. "Old Man Minnick," an Edna Ferber story, will be adapted for his first picture under the new contract, which goes into effect December 1. Sale gets our personal endorsement on his splendid portrayal of Gran'pa Summerill in "The Star Witness."

* * *

Short Shorts published in Liberty Magazine are to reach the screen as short motion pictures.

According to an announcement by Joseph I. Schnitzer, president of RKO-Radio Pictures, the company will distribute thirteen of these short shorts as one reelers. They will be produced by Nat Ross for the Van Beuren Corporation. The first of the series, "Fixed," by F. R. Buckley, has already been completed. Ross, who produced the "Leatherpusher," "Collegians," and the Charlie Murray-George Sidney featurettes, has an option on future short shorts published in Liberty for the next five years.

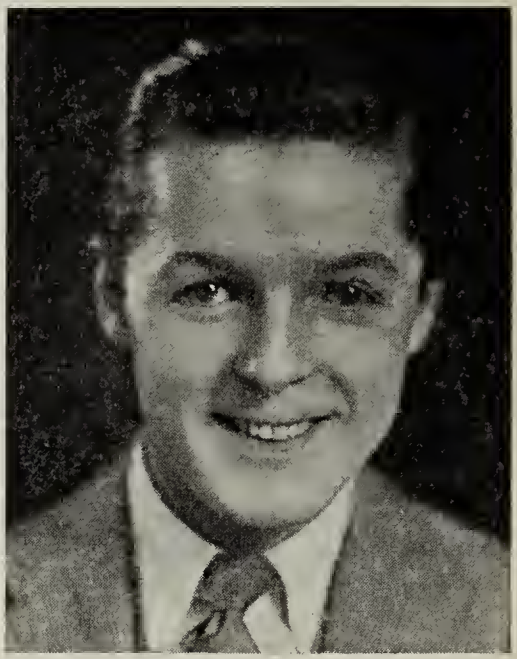
* * *

C. Graham Baker, former co-executive in charge of production at First National studios and for five years in charge of story preparation for Warner Brothers and First National, has joined Universal as a special screen writer. Baker wrote Al Jolson's "The Singing Fool" and while in charge of production at First National was credited with the excellence of such outstanding pictures as "Five Star Final," "Little Caesar," "The Finger Points" and "The Last Flight." Carl Laemmle, Jr., has assigned Baker to the writing and scenarizing of an original.

* * *

J. Warren Kerrigan is planning to take up his screen career again under the management of Fritzi Brunette. Miss Brunette was formerly Kerrigan's leading lady.

WE MEET



GARETH HUGHES

Unable to attend the previous concerts at the Hollywood Bowl we made it point at least to attend the last. With some twenty thousand attending, we happened to occupy a seat next to none other than Gareth Hughes. Incidentally Mr. Hughes was also attending his first and last concert of the season, having recently returned from a tour of Europe and two years on the legitimate stage.

Following the "Ninth Symphony" we journeyed to the celebrated Brown Derby for a little repast. It was there that we learned of Mr. Hughes' absence from the screen for the past two years.

Immediately upon his return to Hollywood with scarcely time to unpack his bags he was summoned to the Universal lot for a part in Richard Talmadge's "Scareheads," a fast action opus of the newspaper game affording the dare devil Dick every opportunity of performing his hair raising stunts.

Delicately we approached the subject of a major player's reaction to an appearance in an independent production.

"Do you think that playing in independent production has a tendency to lower the value of a player in the eyes of the major producers as generally expressed?" we questioned.

"On the contrary," Mr. Hughes stated. "There was a time when players associated with major productions fought shy of the independents, but that condition no longer exists. The independents are making much better product and as far as salary is concerned they are paying top price. My arrangements with Mr. Talmadge were quite satisfactory. The independents are out to make good and I find that they are letting nothing stand in their way. If they want a box office name and one is available to fit the particular part, salary is no object."

HOLLYWOOD OKEH

Myers Says Exhibitors' Attack Unwise

Minneapolis — "Exhibitors put themselves in a weak position when they engage in sweeping denunciations of Hollywood and the methods by which pictures are made." This statement by Abram F. Myers, Allied States president, backs up his contention that Hollywood is doing a pretty good job of it, despite its faults.

Coming as it does, shortly following the exhibitor charge at the national protest meeting of "studio extravagance," Myers' statement adds that the critics of Hollywood are purely destructive because they offer no helpful suggestions. The exhibitors' complaints belong to the marketing and distribution of film, Myers holds.

Protection on Trial

(Continued from page 7)

Several weeks ago, Shanberg, with 14 houses in operation in the city, submitted to distributors a schedule of availability and protection based on first suburban run instead of first downtown run as heretofore. This schedule was to take effect with the new season's product. Independents claim this would give Shanberg the power to dictate protection.

Protection Up Elsewhere

Other territories are having trouble with the protection and zoning problems. The Omaha territory has declared a fight to the finish on the former. Allied there, through one of its members, W. N. Youngclaus of Norfolk, has brought suit under the Sherman anti-trust law and Clayton amendment, to determine the validity of protection.

The Cleveland territory is fighting over protection and zoning with test cases galore. A New England exhibitor recently filed suit asking for triple damages, and another has a case pending.

Prominent figures in Kansas City's theatrical circles are working to unsnarl the tangle in the hope that an amicable adjustment may be reached.

Joyzelle Joins Cast

Hollywood — Joyzelle, dancer and screen player, has been added to the cats of "Blondes by Proxy," one of the "Traveling Man" series of comedies now being filmed at RKO-Pathe. Louis John Bartels is starring. Direction is by Edgar Kennedy.

Howell With McHugh

Hollywood — Hazel Howell, comedienne, has been cast for a role in "The News Hound," an RKO-Pathe comedy which stars Frank McHugh. The picture is being directed by Harry Sweet.

Brandt Statement on Tilt With Stanwyck

New York—The Columbia-Barbara Stanwyck controversy has reached a stage where Columbia has asked the Superior Court of Los Angeles to enjoin Miss Stanwyck from appearing in any pictures or any other form of entertainment until she has fulfilled the terms of the contract she signed with the company.

Joe Brandt, Columbia president, has issued a statement charging deliberate breach of contract for no other reason except that the star wanted more money than her agreement specified. Brandt says that, after her next picture had been cast, Miss Stanwyck "arbitrarily refused to appear at the studio unless Columbia met her demands for an exhorbitant raise in salary, namely $50,000 for each of her remaining pictures." This in spite of the fact that Harry Cohn had taken up Miss Stanwyck when she had no studio connection, gave her a contract that she agreed to in all particulars, spent large sums building her up, allowed her to make two pictures for Warner Bros. and to keep the entire salary paid her for both films and otherwise aided her in her rise to popularity, Brandt points out.

Film Cycles Myth

(Continued from page 7)

as 'The Virginian' and the Ken Maynard outdoor talkers to the screen. There were slapstick comedies, cowboy films, mystery melodramas and songless romances made in vast numbers during the so-called musical cycle."

Predictions that 'this will be a comedy year" or "the screen is going back to clean romances" mean little, Rogers declared.

"Every year is a comedy year, a drama year and a melodrama year if the comedies, dramas and melodramas are good. On our current program we are making all of them and we would not film them if we didn't expect them to succeed.

"'Rebound,' 'The Common Law,' 'The Big Gamble,' 'Sweepstakes' and 'Sundown Trail,' 'Bad Company' and 'Devotion,' are a few of our recently completed pictures. You will find sophisticated comedy, modern romance, mystery drama, action comedy and outdoor action melodrama in that array. All deal with radically different themes and people in varied walks of life. Little evidence of any cycle there, and I don't think we are greatly different from other companies in that respect."

Fifth for Gay Girls

Hollywood—"Gigolettes," fifth of the "Gay Girls" series of RKO-Pathe comedies which are co-feauring June McCloy, Marion Shilling and Gertrude Short, has gone nto production at the Culver City tudios of RKO-Pathe. William Goodrich is directing.

Maazel Added

Hollywood—M. Maazel has been added to the cast of the Janet Gaynor-Charles Farrell picture, "Delicious".

Labor Agreements

(Continued from page 7)

ing of contracts after the houses had been closed only a short time.

Holyoke, Mass.—Successful conclusion to labor negotiations came when operators and theatre interests here agreed upon terms for the new contract.

Dallas, Tex. — Local operators in first-run houses agreed to take a small cut in salary for immediate signing of a contract for two years that would permit them to continue with their work.

Minneapolis—Hope for an amicable settlement of labor differences is expected here within a short time.

Colorado Springs — The State Industrial Commission has ruled one man to the booth as sufficient to operate the sound projection equipment of the Thompkins Theatre here.

Scores of other territories have reported favorable progress toward amicable adjustment of differences. Veteran film men and exhibitors tend to the opinion that, except for a few perpetual "hot spots," difficulties will be ironed out within the next few weeks.

Hughes Signs Morris

Hollywood—Chester Morris has been signed by Howard Hughes to play opposite Billie Dove in the latter's next picture for the Caddo Company, tentatively called "Sock of the Air." Matt Moore and Walter Catlett have also been added to the cast. They will play character roles in the new sky film.

Fenton-Karloff Cast

Hollywood—Leslie Fenton and Boire Karloff have been added to the cast of Columbia's "The Guilty Generation" which is being produced under the direction of William Beaudine. Leo Carrillo and Constance Cummings have the leading roles.

NO AD FILM PROBE

Complaint Files of Commission Closed

Washington, D. C.—Refusal of the Federal Trade Commission to investigate activities of five companies in connection with sponsored pictures, is contained in a message from H. L. Anderson, chief examiner of the commission, to Eugene W. Castle, Castle Films, who called the matter to the commission's attention.

In closing its files on the case, the commission's examiner stated that preliminary investigations disclosed that "the producers complained of have definitely abandoned the production of so-called advertising films.

LABOR TAKES CUT

Industry to Save Fifty Million on Contracts

New York—A reduction of approximately 10 per cent is indicated for the coming year in the aggregate sum of $50,000,000 paid theatre unions in wages, according to a survey made by The Film Daily.

This estimate is based on new contracts with operators, musicians and stagehands, and covers both producer-owned and independent houses.

MULTICOLOR READY

Hughes Process Films for Early Release

Hollywood — Pioneer Pictures' all-Multicolor feature, "Tex Takes a Holiday," with Wallace McDonald in the title role, has been filmed and is being cut and edited for early release.

Another Multicolor film, based on the Calgary Stampede, will also be released soon, together with aa number of short subjects featuring the Hughes all-color process. The MacMillan Arctic Expedition has obtained scenics and wild-animal shots in Multicolor. This film will be released in late fall.

New "Curiosity"

Hollywood — Walter Futter shows how dead men work in the Island of Haiti in his most recent "Curiosities" which are released by Columbia Pictures. According to the natives voodoo rites make it possible to animate the bodies of the deceased and keep them working in the fields. Other novelties include the mystery of the crown of thorns, the oddest junk yard in the world, proof that the state of Wyoming was once at the bottom of the ocean, and the secret of how ships are put in bottles.

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

Unify Safety Control, Automatic Changeover

A combination safety control and automatic changeover device that requires only one electrical line instead of a multiplicity of wiring has been placed on the market by the White Engineering Company of Philadelphia.

An outstanding feature of this device, its manufacturers claim, is the fire dowser of new alloy, said to dissipate heat to such a degree that the hottest light from lamps using as high as 140 amperes has no effect on it. The distance this patented dowser travels in its operation is but 29/32 of an inch, and will complete the journey in one-twentieth of a second when the fire hazard occurs.

All parts of the projector are said to be protected. Pickup interference on the sound system is eliminated, the device operating on a vacuum principle. The electrical parts have been reduced to a single contact. Valves, especially designed, are placed on the upper loop, lower loop and in the sound head. The automatic changeover feature is built as a part of the device. Therefore it is not necessary to install separate automatic changeovers.

The new device is sold outright, with no rental or service charges attached.

THRYATON TUBES

Basis of Simplified Light Control

Thryaton tubes are the basis of a theatre lighting control recently placed on the market by General Electric. By shifting the phase relationship between the elements in the tube, the average amount of rectified current passed by the tubes is varied, governing the intensity of the lights. By splitting the lights into various circuits, various groups can be controlled individually, and related groups of circuits can be controlled collectively through master circuits.

This lighting control scheme, which eliminates the backstage switchboard, is said to make the manipulation of the control a matter of extreme simplicity. The first application of the Thyraton-reactor control to a house devoted strictly to the showing of motion pictures was made in the new RKO Theatre in Schenectady, N. Y., which opened August 28. RKO will install the system in theatres in Albany and Denver, to open in October and December, respectively.

CHECK THE LIGHTS

Illumination Plays Important Part in Theatre

The importance of illumination is stressed by a recent item appearing in the Film Daily as follows:

"Illumination means decoration as well as publicity. When you plan the installation or alteration of your lighting—indoor as well as out—remember that, properly designed and executed, it can fulfill the double purpose of emphasizing the beauty of your theatre as well as attracting and informing the public of what you have to offer."

16 MM. CONCERN

14 Producers Affiliated in Enterprise

New York—With 14 major and independent producing companies affiliated on a profit sharing basis, International 16 mm. Pictures, Inc., began operating last week. Thirty 16 mm. equipment concerns will also participate in the association, which will distribute reduced versions of regular features. Educationals and industrials also will be handled. Louis B. Mayer is said to be interested in the project.

New Acoustical Wool Plaster

A new acoustical wool plaster for sound theatres, said to produce balanced sound conditions in acoustically imperfect houses, has been introduced by M. Lebensburger Co. of Cleveland. The new plaster is said to be 100 per cent fireproof and to reproduce low frequency tones with the same facility as tones of a high frequency.

"AREA" ACOUSTIC

System Utilizes Existing Equipment Is Claim

An engineering acoustical service, said to eliminate the changing of an auditorium to suit the sound and which costs about fifteen per cent less than such changing or treatment has been developed by Kendell & Dasseville, a New York firm of acoustical engineers, according to R. L. Lothar, president.

"Sound research has now progressed sufficiently to study its characteristics under certain given circumstances and it has been proven conclusively that no existing theatre auditorium need be treated in any form to enable true and life-like reproduction of dialogue films," Lothar said. "Neither need an auditorium be entirely filled with sound volume to bring about the correct uptimum of sound, or to reach extreme seats. A lot of other carefully-adherred to fallacies have also been exploded within the last eighteen months."

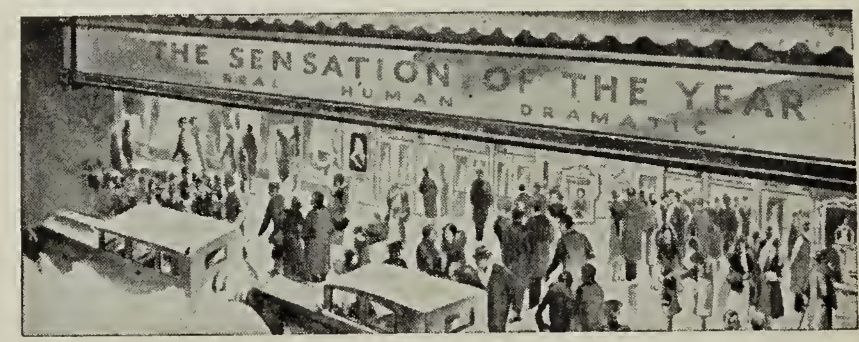
The new service, according to Lothar, is based upon "area distribution" rather than on a "volume content" basis, utilizing the exhibitor's present equipment in its entirety and involving the use of neither additional equipment nor absorption material in the auditorium.

New Sound Corp.

Certificate of incorporation has been granted the Wisconsin Sound Equipment Corp., Milwaukee, to engage in wholesale and retail sale of power amplifiers and sound equipment. Petitioners were Fred and W. L. Bushey and Clarence Kruecke of Milwaukee.

Indoor Neon Cable

Development of a high-voltage indoor-type neon sign cable has been announced by General Electric. The cable is available in voltages of 5,000, 10,000 and 15,000. Standard color of the finish is brown, but special colors, such as black, blue, green, red, etc., can be supplied at slight additional cost.



RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.

Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company

Makers of Fine Seating for Churches, Schools and Theatres
General Offices: Grand Rapids, Michigan.
Branches in all Principal Cities.

BRING BACK CIRCUS METHODS

AIMS AT MASSES

RICHARD TALMADGE
Whose appeal for old-fashioned exploitation pictures, aimed at the masses, is printed in adjoining columns.

Masquers' Fourth

Hollywood — "Wide Open Spaces," a burlesque on the blood-and-thunder western "Epic," is the fourth two-reel comedy of the Hollywood Masquers' series. Dorothey Sebastian, Antonio Moreno and Ned Sparks play the three principal roles, supported by an all-star cast. The story is by Walter Weems and Edward Earle. Earl Adamson did the adaptation and Arthur Rosson is to direct.

All Star Books Big 4

Los Angeles—All Star Features Distributors, Ins., of Los Angeles and San Francisco report the booking of Big 4 westerns and melodramas for 1931-1932 into the following towns in California: Monterey, Santa Rosa, Petaluma, Pittsburg, Stockton, San Jose, Oakland, San Francisco and Fresno.

Desert Reeler

"Comrades of the Desert," the Clifton-Allen one-reeler presenting an intimate study of animal life on the great American Desert, was well received by a capacity audience at the re-opening of the Carthay Circle Theatre. This short subject is also playing the Capitol Theatre, New York.

O'Brien Signed

Hollywood—Pat (Front Page) O'Brien has been signed to play a featured role in "The Lost Squadron," air picture. He was loaned to RKO for the part by Howard Hughes, to whom he is under contract. Since his sensational success in "The Front Page," his first screen role, O'Brien's services have been in demand by every major studio in Hollywood.

Exploitation Pictures, Aimed At The Masses, and Backed By Full-Blooded Circus Type Advertising Needed, Says Talmadge. . . . .

EXPLOITATION pictures are going to be the biggest factor in the coming season to bring back millions of fans who have turned their backs on high brow talkies," Richard Talmadge stated, in an exclusive interview for ASSOCIATED PUBLICATIONS.

This optimistic and high pressure independent producer of Hollywood believes that it's time to bring out the brass band and revive the old time show business. Time to produce pictures with exploitation value, and time to put the old Barnum and Bailey method of advertising in a modern setting and give the public the works.

"'Stylish' major producers who believed that their sophisticated sex selling stars with smart dialogue, ritzy settings and risque stories would forever settle the theatre mens' problems have come to a sad awakening," he said.

He called attention to an article appearing recently in one of the nation's leading newspapers wherein sales executives of major companies admitted that the returns on "Ritzy Talkies" did not secure the original cost of the negative.

"Talking pictures have been apeing the stage," Talmadge stated. "There always will be a wide gulf between the talkies and the stage."

"This business," added Talmadge, "was built up from store shows to gorgeous cinema palaces by silent pictures that told stories with the camera and not by sound. The coming of sound was a sad day for the picture business, inasmuch as novelty was depended upon with the sacrifice of tried and true showmanship methods and the result was a steady falling off of attendance."

In speaking of the depression period Talmadge said: "This business passed through depressions before and came out in fine shape and it will undoubtedly overcome present obstacles, but producers will have to get back to first principles of show business, realizing that the underlying principles are the same today as they were during the days of the successful silents."

He cited the success of mediocre pictures produced by the old FBO company due to sensational exploitation.

"FBO handled many of my releases," he said. "I had never had such results since that time. The astounding results, growth and success of FBO was built on sensational exploitation created and put into action by a man I consider the keenest exploitation expert in the game. He outclassed competition by the bigness of his ideas and the vastness of his plans in such a manner as to bring his company to the attention of thousands of exhibitors. He sold his company's product to the exhibitors through forceful advertising copy carefully and consistently placed in the trade press and backed it up with exploitation ideas that were inexpensive to the exhibitors themselves and produced extraordinary results at the box office. The success of FBO in the silent days was entirely the result of the brilliant creative advertising brains of the concern at that time.

"I consider myself fortunate in having such a man on my advertising staff. He eliminates all advertising waste by expert analysis of the trade field, places his copy accordingly, and follows it up with exploitation ideas for the exhibitors themselves which are conducive to box office results without the necessity of large expenditure to secure newspaper space.

"Big national exploitation ideas followed through by men who know this business from the making of the film to the showing of the picture in the theatre are about to become the salvation of many producers as well as thousands of exhibitors.

"As for myself, I intend to produce only the type of entertainment classed as 'family trade' or 'neighborhood house business.' My pictures will be for the masses and will be backed by exploitation on every release.

"Barnum was right, and his showmanship policies when modified and used by theatre men will never fail to bring profitable returns. We must always remember that we in this movie business are in a specialized vocation requiring ballyhoo and exploitation as much as we need food and drink.

"Producers who have departed from the Barnum principle are now taking stock and we shall shortly see again the ballyhoo and high powered exploitation that put this business on the map.

"Entertainment for the masses—clean stories with action and drama—will continue to be the Talmadge policy. Tell that to your readers, Mr. ASSOCIATED PUBLICATIONS!" concluded Talmadge, and we have done so without any fancy trimmings.

"I might state that our advertising was placed with ASSOCIATED PUBLICATIONS only after a most careful check of the advertising field. We were sold on the 'home town paper'—with national coverage, based upon the observations of my advertising manager following a tour of the country which proved that the A. P. papers covered every situation. Our exploitation ideas are being built along the same lines—inexpensive to the home town exhibitor yet designed for national appeal, affording exhibitors individually and collectively the maximum of sales ammunition at minimum expense."

Another Hughes "Find"

Hollywood—Discovered in the extra ranks where she was practically unnoticed for three years, Ann Dvorak, 19-year-old ex-dancer and stage actress, has been signed to a long-term contract by Howard Hughes. Her first assignment under the new contract is the leading feminine role in 'Sky Devils," Howard Hughes' air comedy, directed by Edward Sutherland.

"Bad Girl" Big

"Bad Girl," Fox screen version of Vina Delmar's sensational novel, is doing a smashing business at Grauman's Chinese and the Fox Criterion theatres.

YOUR IDEAS MAY HELP A BROTHER EXHIBITOR. WHY NOT SEND THEM IN?

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES
and SHORTS

Silence

Paramount—69 Minutes

Cast: Clive Brook, Marjorie Rambeau, Peggy Shannon, Charles Starrett, Willar Robertson, John Wray, Frank Sheridan, Paul Nicholson, John Craig, J. M. Sullivan, Charles Trowbridge, Ben Taggart, Wade Boteler, Robert Homans. Directed by Louis Gasnier.

Clive Brook does masterful work with his part in Max Marcin's former stage success as the man who would sacrifice his life to shield his daughter.

After repeated pleadings by politicians his silence is unbroken and as he is about to go to his doom a priest comes to him and gets his story from start to finish. As the film flashes back to East Side New York some twenty years previous we find Brook as a thief in love with Peggy Shannon. He steals money to marry her and she is caught with same. On promise to marry Marjorie Rambeau, who is quite a factor in local politics and runs a saloon, Brook gets Peggy free and discovers he cannot keep his part of the bargain as Peggy is about to become a mother. Marjorie releases him and he goes to find Peggy only to discover she has married an old admirer in a period of despondency. Peggy dies and the husband (Willard Robertson) disappears with the baby. Years later Brook discovers her as the daughter of a wealthy publisher. His pal also learns the story and plans a blackmail attempt. Brook goes to Robertson to warn him and when the pal comes in to demand money for letters showing Peggy's real parentage he is shot by Peggy in the excitement of a struggle with Brook. Brook takes the blame and is condemned to die. When the real priest comes in it is discovered he has confessed to an imposter hired by the rival paper of Robertson hoping to get something on him. Peggy confesses and stands trial only to be acquitted and she rejoins her father. Brook realizes they are of a different world and sends her back to Robertson where he knows she will find happiness.

Miss Shannon does well in the dual role and Marjorie Rambeau as the saloon keeper gives a creditable performance. Supporting cast well selected and Gasnier does his usual fine job of direction. Will appeal to those who go in for the drama and prove interesting film fare to any audience.

SELLING SEATS: Play up Clive Brook on past performances. Sell Peggy Shannon big. Plenty of names to exploit. Title offers many angles and is well adaptable to the talking picture theatre. Use a placard similar to one used in cases of serious sickness reading "SILENCE" and in small type instead of the words "serious sickness" put "now playing at Blank Theatre" or some other catchy phrase.

o

The Brat

Fox—81 Minutes

Cast: Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill, June Collyer, Farrell MacDonald, Mary Forbes, Albert Gran, William Collier, Sr., Louise Mackintosh, Margaret Mann. Directed by John Ford.

Sally O'Neil somewhat overplays the part of the street urchin who is rescued from the night court by an author (Allan Dinehart) who has a very high opinion of himself. The little waif is taken to his summer home as material for a new novel and by her childish pranks wins the admiration of all but the author's mother and his two rival admirers. The fight the kid has with one of the latter makes a thrilling sequence. The novelist falls in love with her only to discover that she is in love with his kid brother who is considered anything but an honor to the family. Through the intervention of the family butler and the bishop the boy and girl are married and the novelist brother persuades the mother to present them with the father's western ranch as a wedding gift.

Allan Dinehart does a fine bit of work but the story is not equal to the effort put in by Director John Ford who gets off to a great start only to slow up with the story unfolding in a none too plausible manner. Will prove good entertainment for the majority.

SELLING SEATS: Plenty of star names to sell. Tie up with book stores. Get women's shops to display wedding gowns with cutouts. Sell the romantic angle big.

o

The Big Gamble

RKO-Pathe—63 Minutes

Cast: Bill Boyd, Dorothy Sebastian, Warner Oland, William Collier, Jr., James Gleason, Zasu Pitts, June MacCloy, Geneva Mitchell, Ralph Ince, Fred Walton. Directed by Fred Niblo.

If action and punch is what the public wants, then audiences will take to this picture like a duck to water. The story, by Octavus Roy Cohen, presents some novel situations and plenty of thrills and suspense in their solution.

We think Boyd has played roles which suit his type better—we like to see him as a happy-go-lucky, care-free sort of guy—and Dorothy Sebastian does her best with the part given her—but just the same this film is okay.

The plot is unusual. Bill Boyd, broke and dejected, hankers to commit suicide so his insurance money will pay off a debt to Warner Oland, king of the underworld. Oland has a better proposition; he suggests that he will take care of Boyd for a year, insure him for $100,000, then an "accident" will happen and Oland will collect the hundred grand after Boyd's death. There is one consideration, however, Boyd must have a wife as the ostensible insurance beneficiary.

William Collier, Jr., one of Oland's henchmen, is on the spot and Miss Sebastian, his sister, marries Boyd at Oland's behest. The vice lord makes life pleasant for the couple and after six months they realize they love each other. Boyd discovers he now has no desire to shuffle this mortal coil and with his wife(she actually is, in real life) they make herculean efforts to amass $100,000 to satisfy the crime baron.

They try hard, but can't get that much money together. Finally, on the last day of the bargain, there is a showdown and here some swift action begins. Collier is taken for a ride and Boyd follows, forcing Oland to go with him. Oland is thrown out of the car and is killed and Collier is rescued as his abductors die in a wreck. The chase, in which a police car and a fast train figure, is one of the most thrilling scenes and the swiftest action we've seen in a time. Audiences will go for it strong.

Zasu Pitts, as a domestic, and Gleason, as her husband, but in reality "dicks" for the insurance company, both in the pay of the crime lord, supply the laughs.

SELLING SEATS: Bill Boyd and Miss Sebastian play together for the first time since their marriage. Play that up. Stress the hero as having to make $100,000 in a year, or else. Oland, as the menace, is a big draw. Story offers many mystery angles. Mention author and Niblo as director of "Ben Hur."

SHORT SUBJECTS

One Hundred Dollars

Universal—20 Minutes

Very poor number with nothing but trite gags that have been done again and again that they aren't even funny anymore. Charlie Lawrence as the hero plays the part of a slow-witted youth (and really looks the part). He is told by his girl that he must make a salary of $100 a week before her father will give his consent to their marriage. He tries to sell insurance and makes a mess of everything in his efforts to sell the girl's father insurance in the midst of a golf tournament match.

o

The Navajo Witch

Talking Picture Epics—14 Min.

This short is made in silent form with rapid-fire dialogue description of the scenes. The customs of the Navajo tribe are pictorially presented. Particularly interesting are the shots of an Indian boy nabbing an owl as a playmate. There isn't much of a story, but the subject will please those who like scenic reels.

Dreamworld

Educational—11 Minutes

Another of the popular Romantic Journeys series, produced in Multicolor, with Claude Flemming as the traveler furnishing the description. In this reel the gorgeous romantic settings of Southern California are presented. Some very unusual scenes are shown of the desert, the mountains and the ocean, together with beautiful views of the old Spanish Missions.

o

Where Canaries Sing Bass

RKO-Pathe—18 Minutes

This one is a "wow" and will get plenty of laughs. What comedy isn't with Jimmy Gleason and Harry Gribbon? With both of them together in one comedy the pair should get over big. Gleason supplies most of the laughs as a tough fight manager. Gribbon will cause a lot of boisterous laughter for his performance as a dopey fighter. This two-reeler is plenty snappy and original.

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

Atlanta Shoots Works on "Mystery of Life"

IN order to start wide-spread controversy over **his engagement** of "The Mystery of Life" at the Capitol Theatre, in Atlanta, Ga., Managing Director James A. Carrier, notified all the leading local clergymen of the presentation, sending them copies of a protest letter from Dayton, Tenn., where the presentation of the picture caused a great hullabaloo. As a result, similar protest was started in Atlanta, reaching even into the mayor's office and the controversy was soon reverberating throughout the city. The press took it up with the reports of the progress being made by the various agencies working to have the picture banned.

A special front, closely following the suggestion in the exhibitors' campaign book, was constructed for the Capitol Theatre. One hundred and ten tie-up windows were secured including 23 book store displays of books on evolution and science, and seven hardware store windows on firearms. All window displays were decorated with poster cut-outs and the regular stock accessories on the picture.

The summer classes of eleven schools and colleges were tied up for debates and composition contests on evolution which brought numerous professors, teachers and students to the theatre. The Atlanta Constitution ran a 6-day classified ad contest.

Mouse Clubs Stage Pet Parade; Melon Feast

AMONG the more recent activities of the Mickey Mouse Club at the Fox and Lyric Theatres in Tucson, Arizona, were a pet parade and contest and a watermelon festival.

Every variety of hound was represented in the parade through the downtown streets.

An entire truck load of ripe watermelons proved the lure for a turnout of the membership. A feature of the affair was the deciding of the watermelon-eating champion of the club.

Manager Albert Stetson arranged both affairs.

Aviator Aids

A PHOTOGRAPH of Arthur Goebel, famous flier, and an extract from a letter written by him after witnessing a showing of Columbia's "Dirigible," furnished material for an attractive 30x40 display during the showing of the film at the Mayfair Theatre in New York.

Newsboys Free

A NEW plan, worked out by George Tyson Warner Theatre publicity man, Pittsburgh, whereby newsboys are admitted free to theatres in exchange for newspaper advertising space, has proven successful in its first trial. The Pittsburgh Press in cooperation with the local Warner theatres arranged for the admission of 3,000 newsboys during August. Space given to the theatres at a slightly reduced rate, equalled the sale price of the total admissions.

Word-O-Gram Contest Boosts "Politics"

AN interesting contest was included by E. G. Swanson, manager of the Webb Theatre, Savanna, Ill., in the campaign to exploit "Politics".

Olsen planted a "Politics" Word-O-Gram contest with the Times-Journal. This contest consisted of selecting the greatest number of words from the word "Politics" which was found in the classified ads, and ran for three days previous to the opening of the picture. Twenty-five tickets were awarded daily to winners.

Olsen also arranged for a street parade of bannered automobiles. The parade took place on the opening day of the picture and all the cars carried banners with the copy: "Performance Counts—Vote For Marie Dressler in 'Politics' at the Webb—Ride in on the Landslide." Four thousand election heralds on the picture were distributed from the cars.

Treasure Hunt Draws Milwaukee Crowds

A TREASURE Hunt was recently staged by Phil Kielpinski, of the Kosziuszko, and Ted Stafford, of the Riveria, both south side Warner houses. Twenty-two merchants co-operated in the event, each of whom contributed $4.50 in addition to two prizes not less than $5 in value. These prizes were awarded on Tuesday, Wednesday and Thursday evening at bot htheatres during the week of the hunt.

Co-operating merchants displayed banners and window cards as well as facsimiles of the prizes they were awarding. They received trailer mention on the screens of the theatres and their prizes were displayed in the lobbies for three weeks. The merchants were supplied with coupons which they presented with each 50-cents' purchase or each 50 cents applied on an outstanding bill. These coupons entitled the bearer to a chance on the prizes.

Orphans' Matinee for "Huckleberry Finn"

SEVEN hundred and fifty children from eleven New Orleans orphanages were guests of the Strand Theatre management at a special showing of "Huckleberry Finn," the picturization of Mark Twain's romance of boyhood. Each of the children were given candy and cookies. Louis Forbes' Saenger Theatre Orchestra, augmented by musicians from the local union, played melodies of childhood as an introduction to the picture.

Cosmetic Tie-Up for "A Free Soul"

TOM OLSEN, manager of the Fox Fifth Avenue Theatre, Seattle, Wash., included a cosmetic tie-up in the extensive exploitation campaign in his showing of the M-G-M picture, "A Free Soul".

A local drug store gave the theatre 10,000 sample envelopes of face powder. These were presented to the women patrons at the theatre during the run, with the compliments of Norma Shearer. The envelopes were clipped to a special herald each of which bore a different number. Patrons were advised that if the number of the herald corresponded with that displayed at any one of the ten centrally located drug stores, they would be given a complete set of toiletries, valued at $12.50. Window displays were featured at the different stores.

Display Draws

This display in front of the Lyric, Kenmare, N. D., kept the house packed during the recent showing of RKO-Pathe's "Born to Love," starring Constance Bennett.

Big "Bridge" Campaign

The RKO Orpheum, Minneapolis, has boomed things up in great style for "Waterloo Bridge," current screen attraction. An unusually heavy exploitation and advertising campaign was waged for the picture which received the "personal indorsement" of Emil Franke, house manager, on the screen and in the advertisement. It is only the fifth time in two seasons that Franke has given any picture his personal indorsement.

SEND IN YOUR EXPLOITATION STUNTS

Tourist Tie-up

ADVICE to managers in "The Last Word" for exploitation of "Transatlantic":

Have imitation travelers' checks printed for mailing or throwaways. You can get the proper form from express companies or banks. As throwaways, these have value because of their similarity to real money.

Did it Go Over?
Did it Flop?
Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Title ________________

Star ________________

Producer ________________

Comments ________________

____

____

____

____

____

Exhibitor's Name ________________

House Name ________________

Town ________________

State ________________

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

FOUR MACY SPEAKERS complete. Boylies Square Theatre, New Bedford, Mass. 9-8

SYNCHROFILM completely installed and serviced. $650 up. All AC. Guaranteed by Weber and also by Lee Amusement Company, Cuthbert, Ga. 9-8

FOR SALE CHEAP — Star "Profit Model" popcorn machine. Upright model, on rollers. Perfect condition guaranteed. Ben Rives, Roanoke, Ala. 9-22

THEATRES FOR SALE

PAYING Theatres for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Building, Chicago. 10-6

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

THEATRES WANTED

CAN Sell Your Theatre Quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago. 10-6

WANTED TO LEASE—Medium size theatre in New England. Must stand investigation. Lucien J. Parent, 51 Wood street, Lewiston, Me. 9-8

POSITIONS WANTED

OPERATOR AT LIBERTY—20 years' experience; will go anywhere; married, steady and reliable. B-380, Associated Publications. c9-8

MANAGER and executive, experienced direction of independent chain or individual theatres, desires connection. Long experience, full knowledge of the business. For further information write 381 Associated Publications. 9-15

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

POPCORN

SOUTH AMERICAN VARIETY $12 per hundred pounds; Brazilian Sunburst, $7.50 per hundred; Jap Hulless, $5 per hundred. Popping condition guaranteed. Douglas Co., Box D7631, Kansas City, Mo. 9-29

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) 10c a word; 4 insertions at price of 3

Kindly insert the following ad ______ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

for houses with sound equipment
the talking trailer
and the sound trailer
two distinct styles
National Screen Service
CHICAGO • NEW YORK • LOS ANGELES

Read

THE BAROMETER

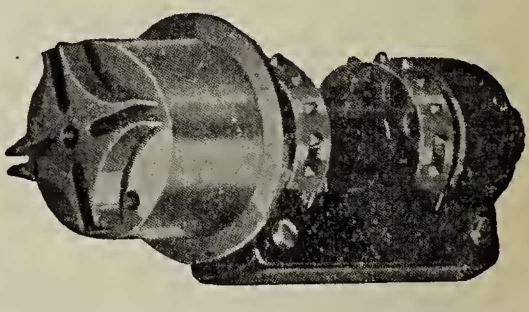
And Send in Your Reports to This New Department.

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

AFFILIATED THEATRE SUPPLY DEALERS EFFICIENCY SERVICE



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Really New Low Prices

Reflector for Mazda, Reflector Arc and Hi-Low Arc.

Heretofore you have paid very high prices for new Reflectors, *but now* your old Reflectors (unless badly pitted) can be refinished *Good as New.*

	NEW PRICE	REFINISHED PRICE	YOU SAVE
G. E. Mazda	$ 7.00	$4.00	$3.00
Simplex Mazda, small	7.00	4.00	3.00
Simplex Mazda, large	9.00	5.00	4.00
Morelite, small	10.00	5.50	4.50
Strong, Peerless, Motiograph, Morelite or any standard low intensity	15.00	6.00	9.00
Peerless, Strong, Ashcraft or H. & C. high intensity	25.00	9.00	16.00

CHECK YOUR REFLECTORS

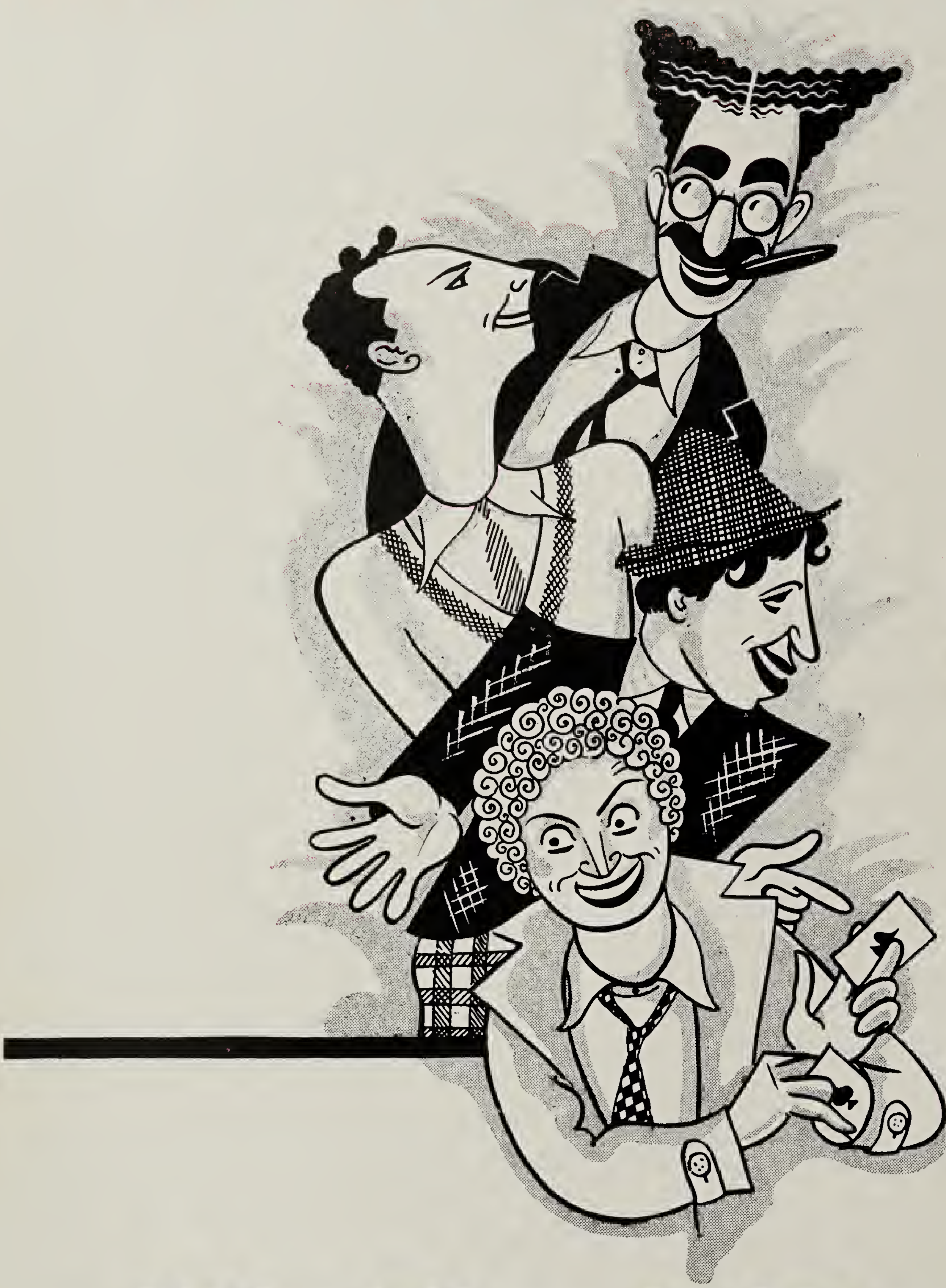
If they are tarnished, dull or cloudy you are not getting good projection.

Stebbins Contribution Toward Lower Overhead.

Stebbins Theatre Equipment Co.

1804 Wyandotte Street
Kansas City, Missouri

THEIR CLOWNING ACHIEVEMENT!



"Every line,—every gag a *new* riot. Mr. Exhibitor! There is a Santy Claus . . . Hang your stocking in the old projection booth and ask him to bring you "MONKEY BUSINESS."

—Hollywood Reporter

"In 'MONKEY BUSINESS' the Marx Brothers exceed their former successes...sure-fire."

—Hollywood Herald

" . . . a smash laugh comedy. A potential box-office success ...better than previous Marx Brothers pictures."

—Motion Picture Daily

4 MARX BROTHERS

in

"MONKEY BUSINESS"

The big laugh panic is on! Advance showings establish "MONKEY BUSINESS" as the greatest comedy hit in five years. A money-in-the-box-office natural! Opening soon at long run Rivoli theatre, New York City. Directed by Norman McLeod.

PARAMOUNT

SEPT. 22, 1931
VOLUME XII NUMBER 18

MOVIE AGE

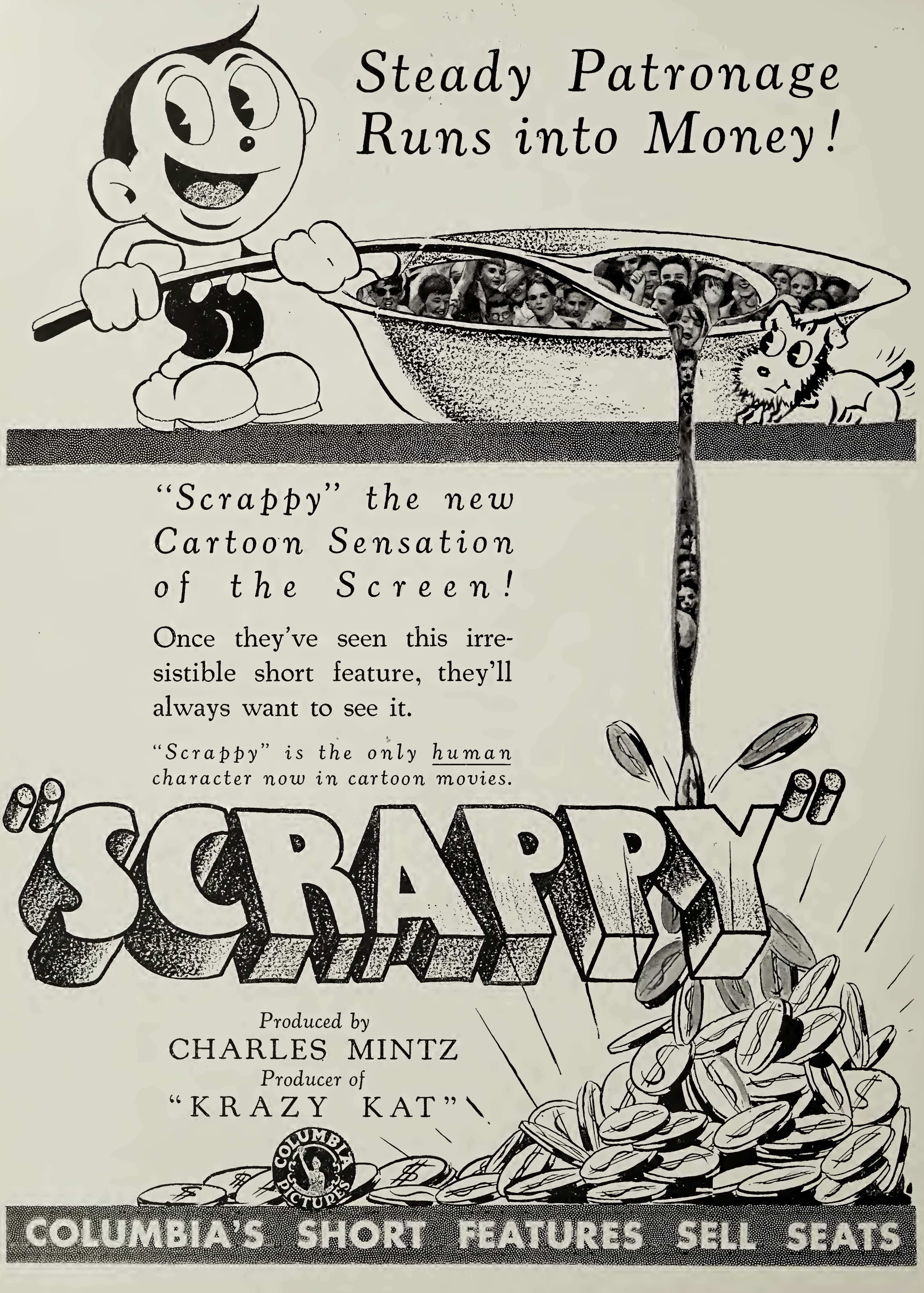
ALLIED "BUYERS' STRIKE" DEFINITELY ENDED

PRESS BEST ADVERTISING MEDIUM, AD MAN SAYS

UNITED ARTISTS FILES APPEAL IN CHIPPEWA CASE

NORTH DAKOTA
MINNESOTA
SOUTH DAKOTA
WISCONSIN
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.



Steady Patronage Runs into Money!

"Scrappy" the new Cartoon Sensation of the Screen!

Once they've seen this irresistible short feature, they'll always want to see it.

"Scrappy" is the only _human_ *character now in cartoon movies.*

"SCRAPPY"

Produced by
CHARLES MINTZ
Producer of
"KRAZY KAT"

COLUMBIA'S SHORT FEATURES SELL SEATS

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

LABOR AGREEMENT

Operator-Stage Hands Renew Contracts

Milwaukee — A settlement has been reached in the wage controversy between exhibitors and theatre operators, with the result that the operators are receiving a 5-cents' per hour increase in first-run and deluxe neighborhood houses, according to the terms of a two-year contract agreed upon last year.

The operators agreed to work at the same wages as last year in theatres other than the first runs and deluxe. Stagehands and musicians have renewed their contracts without any material change.

PLAN EXPANSION

Finkelstein Circuit to be Enlarged

St. Paul—Further expansion for the Harold Finkelstein circuit of Iowa theatres is being planned. The circuit now boasts 13 houses in seven towns. Several more towns are being considered as additions to the circuit.

Following the first convention of managers in St. Paul, Finkelstein left for a vacation. He is taking the Great Lakes' trip with his wife. New product was the principal topic discussed at the convention.

Benedict Anderson

Al Anderson, manager of the Paramount Theatre, Sioux Falls, S. D., has joined the ranks of benedicts. He kept his marriage a secret for two months.

U.A. Files Appeal

From Decision in Chippewa Theatre Co. Suit; Both Sides Desire to Make It a Test Case.

United Artists has filed an appeal from the decision against it in its contract violation suit against the Chippewa Theatre Co., Chippewa Falls, Wis., and will carry the matter to the Supreme court.

The lower court vacated a default judgment previously obtained by the Minneapolis exchange and ruled that the case should be reopened and the defendant permitted to offer as a defense the contention that the film contract, involving approximately $1,800, was illegal and not binding because it violates the anti-trust law and does not impose mutual obligations.

The suit is one of a number in

(Continued on page 5)

Newspapers Theatres' Best Medium

Publix Divisional Advertising Director Tells Club; Responsibility Is Upon Managers.

The most valuable advertising medium for the theatres in newspapers, according to Donald Chambers, divisional advertising director for Publix Northwest circuit.

Speaking before the Minneapolis Advertising Club, Mr. Chambers, who directs the advertising for all Publix theatres of the Northwest circuit outside the Twin Cities, said that "through the theatres' use of newspaper advertising, the public has become educated to look for the advertising and depend upon it".

Chambers said that the policy of Publix is to place responsibility for advertising and exploitation with the individual theatre manager. The managers themselves, he said, are in direct charge of such advertising which, however, is supervised by the director in charge of the entire circuit.

(Continued on page 5)

A Hopeful Sign

By M. E. CUFFEL, Editor

ENCOURAGEMENT is found in reports from exchange managers who have been out over the territory that in recent weeks exhibitors' business has been showing marked gains and that, as a result, more optimism is in evidence than for many months.

That exhibitors can be hopeful in the midst of the present depression and at a time when predictions of even more dire times impending fill the air, bespeaks the vigor and vitality of the film industry. Despite generally adverse conditions, numerous pictures continue to play to profitable patronage throughout the territory. One feels justified in asserting that good pictures are depression proof.

(Continued on page 4)

"Strike" Into Oblivion

No Further Allied "Order" Against Purchase of New Season's Product; Business Climbs.

The buyers' strike is at an end in the Northwest territory.

What there was of it came to its conclusion at the recent Allied States convention in Minneapolis.

Members of the organization had been "ordered" not to purchase any pictures until after the convention and an appeal even had been sent to independents not affiliated with Allied States to desist from buying.

Discussion at the convention revealed that most of the members had ignored the "orders" and gone ahead and bought the new season product, just as exchange managers have been claiming.

The few who did not buy were not told how they could obtain any better terms for having waited. The organization did not frame any demands regarding film prices or contract conditions and took no steps to help the members still without product to obtain product on more favorable terms than previously had been offered them by the distributors.

W. A. Steffes, general manager, was the only official to discuss the matter at all and he touched lightly on it by declaring that "those who have waited to do their buying have not lost anything and are bettter off than they would have been if they had stepped in at the outset". He based his assertion on the fact that one of the leading companies is modifying its percentage demand. However, members, who have already had done their buying, reported from the floor that they had bought pictures satisfactorily without the percentage clause. There was absolutely no complaint regarding prices, terms or conditions. In fact, those who spoke from the floor said they had bought pictures at lower

(Continued on page 5)

"Bad Girl" Pulls High; "Plastered" Gets Second

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending September 18)—"Bad Girl" was easily the box-office sensation of the week. It had everybody singing its praises and drew packed houses during the week. Even the critics raved. This is one of the outstanding pictures of the year from the standpoint of audience appeal and it gave the big Minnesota a tremendous week. Another picture that did very nicely was "Caught Plastered" at the RKO Orpheum. Wheeler and Woolsey are a popular pair and never fail to click at the box-office. "The Phantom of Paris" and "The Brat also were well liked, but did not draw overly well.

Aster—**The Black Camel** (Fox), Warner Oland and Sally Eilers. **Business:** Light; 60 per cent. **Summary:** A murder mystery yarn that is often dull and slow. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**The Brat** (Fox), Sally O'Neil. **Business:** Fair; 75 per cent. **Summary:** A light but pleasing little comedy drama concerning a little waif who is picked up out of the gutter and who captures the heart of the scion of a wealthy and aristocratic family; story book stuff for all members of the family. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota — **Bad Girl** (Fox), Sally Eilers and James Dunn. **Business:** Very big; 150 per cent. **Summary:** An intensely human story about a working girl's romance; everybody will like this one. **Entertainment Merits:** 90 per cent. **Short Subjects:** Sound News; Stage Show.

RKO Orpheum — **Caught Plastered** (RKO), Wheeler and Woolsey. **Business:** Average; 100 per cent. **Summary:** This amusing pair of comics at work in a drug store; lots of laughs. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage Show; Sound News.

State—**Phantom of Paris** (M-G-M), John Gilbert and Leila Hyams. **Business:** Fair; 75 per cent. **Summary:** An engrossing drama of a man convicted of a murder of which he is innocent and sentenced to die and his efforts to establish his innocense. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, Sennett Comedy, "Strange As It Sounds" and Bobby Jones' serial.

OMAHA

(Week ending September 12)

Orpheum — **Waterloo Bridge** (Universal), Mae Clark and Kent Douglass. **Business.:** Very good. **Summary:** The story concerns a beautiful girl who was known as the "Lady of the Night." She was regarded as just a soldier girl taking her fun wherever she found it. During an air raid she meets a soldier on Waterloo Bridge. He turns out to be a youth of 18, inexperienced and clean, who falls in love with her. She has the chance to marry him, but considers herself unfit. This is a story that holds the audience's interest until the end. **Entertainment Mrits:** 95 per cent. **Short Subjects:** Vaudeville, Newsreel and Novelty.

Paramount — **An American Tagedy** (Para.), Sylvia Sidney, Phillips Holmes, Francis Dee and Irving Pichel. **Business:** Very good. **Summary:** This is the story of Clyde Griffiths, an unpleasant youth who works in his uncle's collar factory in a small New York state town, who seduces a little girl of his department whom he fancies he loves, and who tries to get out of the consequences of his deed when he meets and is liked by a rich and pretty girl. He takes his first sweetheart out upon the lake with the intention of drowning her. He doesn't—but he does let her die when the canoe is overturned. His obvious plans are unearthed and he is sentenced to be executed. **Entertainment Merits:** 95 per cent. **Short Subjects:** Comedy; Novelty cartoon; Special Songs.

State—**The Girl Habit** (Para.), Chas. Ruggles. **Business:** Fair. **Summary:** Ruggles plays the role of a young man, about to be married who finds himself embarrassed at the attentions of girls to whom he has been unusually nice. His mother-in-law confirms her worst suspicions of him. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Novelty and Newsreel.

State—**Big Business Girl** (First National), Loretta Young, Ricardo Cortez, Joan Blondell. **Business:** Fair. **Summary:** The story concerns a college girl, a "necker" and the leader of a jazz orchestra. Quarrels, necking, near divorce, are the chief elements of the plot. The title role is played by Loretta Young. Ricardo Cortez is the head of the advertising firm where she is employed. Frank Albertson is the college boy leader of the orchestra. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy, Novelty, Newsreel.

World—**Secrets of a Secretary** (Paramount), Claudette Colbert. **Business:** Good. **Summary:** This is a story of a wealthy New York society girl who marries an Argentine fortune hunter and loses him when her father's death leaves her penniless. She is obliged to take a position as a social secretary. When the young daughter of her employer falls in love with her ex-husband who has turned out to be a jewel thief, the secretary is in a tough spot. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy, Newsreel and Novelty.

A Hopeful Sign

(Continued from page 3)

The improved business being enjoyed by exhibitors is credited by the exchange men principally to the strong product now being released, although the cooler weather, of course, also is an important factor. Better salesmanship by the exhibitors, too, is regarded as one of the reasons for the better box-office showings. Exhibitors are working harder and more intelligently than ever to lure the public into their showhouses, it is reported.

With things going as they are, it would seem to behoove the producer to strive to the utmost to turn out first-class pictures exclusively and for the exhibitor to continue to exercise top-notch showmanship so that the industry may prosper in the face of poor general business conditions.

MILWAUKEE

(Week Ending Sept. 10)

Alhambra — **Waterloo Bridge** (Universal), Mae Clark and Kent Douglas. **Business:** Good. **Summary:** A soldier on leave, a girl of the streets scurrying for cover in an air raid, provides the opening sequence for this picture. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden—**The Pagan Lady** (Columbia), Evelyn Brent and Roland Young. **Business:** Fair. **Summary:** Based on Lenore Ulric's stage vehicle, a gangster's "moll" and an evangelist enjoy a romantic interlude in this picture. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Palace — **Young As You Feel** (Fox), Will Rogers and Fifi D'Orsay. **Business:** Good. **Summary:** A farce comedy concerning a Chicago meat packer who shows his sons that he is not as old as they think he is. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox News; Comedy.

Strand—**An American Tragedy** (Paramount), Slyvia Sidney and Phillips Holmes. **Business:** Fair: ended second and final week. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox News; Comedy.

Warner—**The Last Flight** (First National), Richard Barthelmess and Helen Chandler. **Business:** Fair. **Summary:** An entertaining picture well acted concerning four former aviators and the girl they adopt. **Entertainment Merits:** 90 per cent. **Short Subjects:** Harry (Freckles) Spear in person; Paramount News; Comedy.

Wisconsin—**Secrets of a Secretary** (Paramount), Claudette Colbert and Herbert Marshall. **Business:** Fair. **Summary:** Bad men and foolish women and a smart, courageous girl keep things moving in this film version of a play by Charles Brackett. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox News.

Name Committee Heads

Milwaukee — Committee chairmen for the 1931-32 year have been announced by Fred S. Meyer, president of the M. P. T. O. of Wisconsin. A. D. Kvool, Fox-Midwesco, has been named chairman of the legislative committee; Martin Thomas, Braumart Theatres, Iron Mountain, Mich., finance; A. C. Berkholtz, Mermac, West Bend, membership; George Fischer, Milwaukee, National, Milwaukee affairs, and A. C. Gutenbrg, Grand, Milwaukee, advisory.

Managers Report Better Business

Business is picking up with exhibitors in the territory.

This is the substance of reports brought back to Minneapolis by exchange managers who have been out over the district.

With improved weather and better product, box-office returns have been greatly stimulated the past several weeks and exhibitors are growing more optimistic, according to Ben Marcus, manager of the Minneapolis Columbia exchange.

This statement is substantiated by other exchange managers who have been finding a better feeling among exhibitors the past month and who are greatly encouraged by the gains in grosses in nearly every important spot.

Considering the depression and pessimism generally in evidence, many of the recent releases are doing a really remarkable business, exchange managers point out.

In Minneapolis last week, for example, "Bad Girl" grossed in excess of $32,000 at the Minnesota. The week before, at the same theatre, "Merely Mary Ann" topped $31,000.

Over the territory such pictures as "Dirigible," "Daddy Long Legs," "Huckleberry Finn," "An American Tragedy," "Skippy," "The Smiling Lieutenant," "Politics," "The Man in Possession," "Trader Horn," "Strangers May Kiss," "The Public Defender," "Donovan s Kid," "Air Police," "Hell Bound," "Night Nurse," "The Public Enemy," "Smart Money," "The Millionaire," "Up for Murder" and "Seed" are doing highly profitable business practically everywhere.

Press Best Medium

(Continued from page 3)

"In this way, managers are made something more than mere figureheads or janitors," he pointed out. "They are actually managers, instead of managers in name only, and the credit or blame for the success or failure of their theatres can be placed upon them fairly. They are given ample opportunity to display and demonstrate their ability. They can show initiative. They have an incentive to accomplish things. They are made to feel like somebodies."

Chambers pointed out that there has been a decided change in the manner of theatre advertising since the days of the first motion pictures when, he said, much of the advertising was objectionable and in poor taste. Later, when the silent pictures were at the height of their development, he continued, theatre institutional advertising reached its highest stage of development.

"Silent pictures played on the emotions of the audience," said Chambers. "They made the theatre a palace of dreams. The advertising emphasized the glamor, illusion and romance of the picture theatre.

"With the coming of the talking pictures, the 'palace of dreams' conception of the theatre became minimized and the advertising men and theatre managers now advertise pictures and theatres more directly as sources of entertainment and enjoyment."

PREVIEW "VIKING"

Invited Guests View Epic Production

Prior to the opening of "The Viking' at the Lyceum, Minneapolis, last Saturday, a preview of the picture was given Friday night with state and city officials and other prominent people as invited guests.

The Lyceum has been equipped with Monarch equipment distributed in Minneapolis by Talking Picture Epics. A. L. Huston, 321 Loeb Arcade, Minneapolis, is general manager in charge of distribution. The projection equipment was furnished by National Theatre Supply Co.

"Strike" Ends

(Continued from page 3)

prices than a year ago and expressed themselves as well satisfied with their contracts.

Nearly every Minneapolis exchange reports that business is ahead of the corresponding period a year ago. Due to greatly improved product, several of the exchanges have made sharp gains and their sales are of record-breaking proportions.—M. E. C.

U. A. Appeals

(Continued from page 3)

the territory resulting from alleged contract violations and hinges on the validity of the contract. The appeal undoubtedly is for the purpose of making a test case out of the suit.

S. P. Halpern of Minneapolis, counsel for the Northwest unit of Allied States, represents the Chippewa Theatre Co. in the action.

RKO PROMOTIONS

Theatre Workers Assigned to New Positions

In line with a recently announced policy, Morgan Ames, RKO division manager, Minneapolis, is making numerous promotions within the ranks.

At Omaha Randall McIllvane, formerly chief of service at the Orpheum, has been elevated to the post of assistant manager. John Lempke also has been promoted from chief of service to assistant manager of the Des Moines Orpheum.

Clayton Near is back at the RKO Orpheum, Minneapolis, as assistant manager, replacing Dick Gaston who returned to the Omaha Orpheum as assistant manager.

Stanley Kreuger, appointed assistant manager at the RKO Seventh Street, Minneapolis, is new in the show business.

Dick Gilbert, divisional head of exploitation and publicity for RKO in Minneapolis, is organizing a large publicity department. It will number five assistants.

SCREEN FOR GREENE

Sick Minnesota Manager Views Picture

Harold Kaplan, manager of the Minnesota, Minneapolis, and other Publix executives, put on a special showing of "The Smiling Lieutenant" at the Pokegama Sanitarium, Pine City, Minn., for Gordon Green, former manager of the Minnesota who is on a leave of absence due to illness. Green had as his guetss at the performance other patients at the sanitarium.

Portable sound equipment and a print of the film were taken to Pine City by automobile. The party that made the trip included, in addition to Mr. Kaplan, Gordon McKinnon, assistant Minnesota manager; John Branton, Publix booker; O. H. Christianson, Publix operator, and E. A. Maxwell, manager of ERPI at Minneapolis.

Cliff Gill, Minnesota exploitation head, prepared a special program dedicated to Greene for the occasion and the printed programs were distributed to the guests.

Lil Dagover Visits

Milwaukee—Lil Dagover, German actress, stopped off here September 8 en route to Hollywood to make her first English-speaking picture, "I Spy." Miss Dagover motored up from Chicago and was accompanied by Hubert Voight, formerly of La Cross, Wis., publicity director of the Warner studios in Hollywood.

POLICY CHANGES

Opening of Two Films, Legit, Causes Shift

With the opening of the RKO Seventh Street Theatre, Minneapolis, last Friday, three Mill City loop houses now have a split-week policy. The other theatres are the Aster and the Grand. The former, like the Seventh Street, is a first-run house.

"Sherlock Holmes' Fatal Hour" was the opening attraction at the Seventh Street. Night prices have been set at 25c in the balcony and 40c downstairs. Matinee prices are 15c before 1:30 p. m. and 25c thereafter.

The Lyceum, 2,500-seat loop theatre, Minneapolis, formerly devoted to legitimate attractions and concerts, has had sound equipment installed and opened this week with "The Viking". Other pictures will follow.

The Metropolitan, Minneapolis roadshow legitimate theatre, opens for the season October 5 with Ethel Barrymore in "The School for Scandal". Al Bridge, comedian, formerly with the McCall-Bridge Players which played a four-season engagement at the Palace, Minneapolis, is negotiating for the Minneapolis Pantages Theatre which has been dark for the better part of two seasons. He plans on opening musical comedy tab company.

VAUDE AN ASSET

Gilbert Talks of Stage at Club Dinner

That it behooves the residents of the Twin Cities to continue their support of RKO Orpheum vaudeville because it is a distinct asset to the two towns, was emphasized by Dick Gilbert, divisional exploitation head, Minneapolis, in a talk before the St. Paul Rotary club.

It was pointed out by Gilbert that performers coming to Minneapolis and St. Paul spend part of their salaries here and that vaudeville attracts many transients from nearby towns who devote part of their visit to shopping with local merchants.

Gilbert has just been elected a member of the Minneapolis Advertising club.

Montgomery Ill

M. E. Montgomery, popular RKO Pathe exchange manager, Minneapolis, is seriously ill in St. Andrew's hospital, Minneapolis, with a stomach ailment. Montgomery has been in poor health all summer, but remained on the job. Last Monday, however, it became necessary for him to go to the hospital.

THE OLD
FIGHTIN' COCK

THESE 'KNOW' MEN

State, Alexandria, Minn.
Strand, Arcadia, Wis.
Strand, Ashley, N. D.
Bayport, Bayport, Minn.
Capitol, Bismarck, N. D.
Sandon, Blue Earth, Minn.
Royal, Bowbells, N. D.
Grand, Carrington, N. D.
Capitol, Chatfield, Minn.
Crystal, Crystal Lake, Minn.
Rialto, Dickinson, N. D.
Star, Duluth, Minn.
Opera House, Ely, Minn.
Erskine, Erskine, Minn.
Nicholas, Fairmont, Minn.
State, Fairmount, N. D.
Roxy, Farmington, Minn.
Auditorium, Fessenden, N. D.
Auditorium, Finley, N. D.
Crystal, Flandreay, S. D.
Flaxton, Flaxton, N. D.
New, Floodwood, Minn.
Forest, Forest Lake, Minn.
Star, Frederic, Wis.
Iris, Frederick, S. D.
Oriel, Glencoe, Minn.
Opera House, Glenwood City, Minn.
Glenwood, Glenwood, Minn.
Wigwam, Grand Marais, Minn.
New, Grantsburg, Wis.
Opera House, Greenwood, Wis.
Community, Hammond, Wis.
Strand, Harvey, N. D.
Zirbes, Hazelton, N. D.
Capitol, Keewatin, Minn.
Lyric, Kenmare, N. D.
Capitol, Lakota, N. D.
Legion, Lancaster, Minn.
Electric, Langdon, N. C.
Opera House, Leith, N. D.
Star, LeSueur, Minn.
Viking, Loyal, Wis.
Auditorium, McClusky, N. D.

They're Booking The Old Fightin' Cock's

Constance Bennett
in "THE COMMON LAW" "LADY WITH A PAST"
and 2 more

Ann Harding
in "DEVOTION" "PRESTIGE"
and 2 more

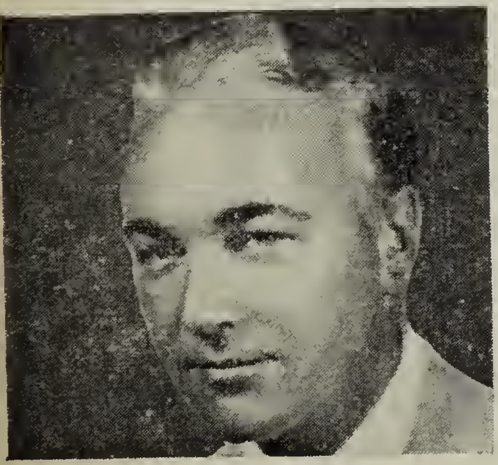
Helen Twelvetrees
in "A WOMAN of EXPERIENCE" "BAD COMPANY"
and 2 more

Ina Claire
in "REBOUND"
A country-wide sensation

ARE SMART SHOWMEN!

Palace, Mandan, N. D.
Pastime, Mapleton, Minn.
Delchar, Mayville, N. D.
Bijou, Minneapolis, Minn.
Camden, Minneapolis, Minn.
East Lake, Minneapolis, Minn.
El Lago, Minneapolis, Minn.
Franklin, Minneapolis, Minn.
Gopher, Minneapolis, Minn.
Lake, Minneapolis, Minn.
La Salle, Minneapolis, Minn.
Liberty, Minneapolis, Minn.
New Lake, Minneapolis, Minn.
New Park, Minneapolis, Minn.
New Southern, Minneapolis, Minn.
Princess, Minneapolis, Minn.
Grand, Noonan, N. D.
Lyric, New Ulm, Minn.
Orpheum, Pipestone, Minn.
New Dream, Redwood Falls, Minn.
Garden, Renville, Minn.
Falls, River Falls, Wis.
Munro, Rolla, N. D.
Shadowland, Rush City, Minn.
Auditorium, St. Croix Falls, Wis.
Princess, St. James, Minn.
Murray, Slayton, Minn.
Royal, Sioux Falls, S. D.
State, Springfield, Minn.
Princess, Superior, Wis.
DeLuxe, St. Paul, Minn.
Garrick, St. Paul, Minn.
Hamline, St. Paul, Minn.
New Como, St. Paul, Minn.
Tappen, Tappen, N. D.
State, Veblen, S. D.
Iris, Velva, N. D.
Princess, Wabasha, Minn.
Opera House, Walhalla, N. D.
Avalon, White Bear, Minn.
Legion, Whitehall, Wis.
Grand, Williston, N. D.
Wonderland, Windom, Minn.
Grand, Worthington, Minn.

and Bank Booking Personality Group!



Bill Boyd
in "THE BIG GAMBLE"
"SUICIDE FLEET"
and 2 more

Eddie Quillan
in "SWEEPSTAKES"
"THE TIP OFF"
and 2 more

Robert Armstrong
in "THE TIP OFF"
Co-starred with Eddie Quillan

Tom Keene
in "SUNDOWN TRAIL"
and 5 more whirlwind westerns

RKO PATHÉ

The Old Fightin' Cock Crows every Friday night 10:30 N.Y. time, RKO THEATRE OF THE AIR — NBC hook-up of 44 coast-to-coast stations!

THE PUBLISHER'S PAGE

Individuality That Counts

IN a business in which personalities count for so much it was inevitable that the star, somewhat lost in the early scuffling days of the sound era, would return to importance. It was likewise inevitable that individuality would be recognized for its true worth and the theatre circuits would give that individuality an opportunity to show itself, first, by giving their managers more authority and second, by returning to individual operation those theatres in which circuit management failed to show a profit.

IN the matter of stars there is no gainsaying that they have box-office value. With the coming of sound to the screen and the natural adoption of stage plays for screen fare, stage players as "all-star Broadway casts" came into considerable prominence. New names and new faces were sought. The hinterland had not heard of the majority although they were very bright lights on Broadway. Of the many dozens that were recruited for picture work only a mere handful remained to be featured or starred. Some, it is true, made very big hits and built up quite a large following. Good stories, well produced, helped considerably to create this following, for the new faces. But the public likes to idolize and so, the attempt to do away with the star system by featuring all-star casts, many of unknown screen names, was a failure. So the personality is again a factor to be reckoned with in this changing business of ours. And it's not such a bad thing, after all. The public doesn't know what a picture is until it has seen it. But, having seen a star once, it knows what his or her abilities are and what kind of a performance it can expect and, though the story must have merit to continue that interest and following, it's of secondary consideration with Mr. and Mrs. Public.

GIVING managers more leeway in the operation of their theatres, cutting down on the shifting-about policy of transferring a man to another town after he has taken a house out of the "red," letting him become a permanent member of the community, is good business. Personality in the management of theatres is just as important as it is on the screen.

RETURNING of theatres to their former owners for individual operation is something that has been predicted by many ever since the big circuit idea first came into existence in this business. This presages a strong return of the independent showman. Independent producers and distributors already have returned as important factors in a business in which they once thrived. Putting the making of pictures and their distribution and exhibition once again in the hands of many is a good sign. It makes for initiative, enterprise, originality, healthy competition, which summed up spell p-r-o-f-i-t-a-b-l-e p-r-o-g-r-e-s-s.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4701 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office: 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill., MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; New ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Name Relief Committees

National, Central and Sub Groups Chosen; Distribution and City Selections Later.

New York—Work of mobilizing the production, distribution and exhibition branches of the industry to assist recognized community agencies in unemployment relief was delegated to seven committees named last week at the general industry meeting called by Will H. Hays. These groups consist of a national committee, a central committee and five subcommittees.

Hays heads both the national and central committees, which duty he was asked to discharge. He named Abram F. Myers and M. A. Lightman as vice-chairmen of the national committee.

Appointment of thirty-two distribution zone committees, which will cover the entire nation and be responsible for the creation of city committees, will be announced in the near future.

National Selections

Following are the names, subject to additional acceptances, which will serve on the national committee of the industry:

Jack Alicoate, New York; G. McL. Baynes, New York; William Benton, Saratoga, N. Y.; A. J. Bethancourt, Houma, La.; R. R. Biechele, Kansas City, Mo.; A. H.

(Continued on page 18)

COLUMBIA-STANWYCK TRUCE

Actress Agrees to Make Three Pictures Within Year; Will Also Star in Three for Warner.

Hollywood—Settlement of the controversy between Columbia and Barbara Stanwyck was made last Wednesday when injunction proceedings were dissolved by mutual agreement. Plans were started immediately for Stanwyck to make the first of three pictures for Columbia.

The agreement is said to be a three-way affair, involving Warner Bros. as well as the other parties. Stanwyck is scheduled to make three pictures for Columbia, starting with "Forbidden," shelved when the actress allegedly refused to continue, in one year. It is understood she will also go through with her Warner contract, which calls for three pictures.

End of the bitter battle came following a conference between Barbara and Frank Fay, her husband, and Harry Cohn.

"A Fair Deal"---Feist

M-G-M to Consider Each Buyer's Problem on Basis of Merit; Invite all "Complaints."

New York — Consideration of each buyer's problem on its merits was pledged to the continuing committee of the national protest meeting by Felix Feist, in charge of distribution for M-G-M. An invitation was extended through the committee to any exhibitor with a "justifiable complaint."

Feist told the committee he believed such presentation would result in an understanding between customer and company which would "eventuate in a contract."

The committee, in its formal report, stated that it will continue to function "in an endeavor to reach better understandings in every possible way the situation of the independent theatre owner."

HI-LITES IN THE WEEK'S NEWS

Hollywood—Two stars, instead of one, will be used in most of M-G-M's pictures in the future, according to Irving Thalberg, who has campaigned for the added stellar material.

Rochester—An explosion, of unknown origin, in the roll coating department of the Eastman Kodak Company, killed two workmen and injured a score of others, some of them critically.

Washington—An admission tax may be introduced into the limited sales tax at the next session of Congress. If introduced, the proposal would apply to admissions under the present $3 limit.

New York — Joseph H. Moskowitz, vice-president of Art Cinema and personal representative of Joseph M. Schenck, has been appointed executive assistant to Schenck and elected a vice-president of United Artists Corporation.

Albany—A bill introduced in the New York State Senate to outlaw gangster pictures has been amended to permit showing of films in which the forces of the law and order ultimately win over the lawless elements.

Hollywood — Sixty-three independent companies are now producing here, according to Louella Parsons, Hearst M. P. editor. Of these there are 21 making westerns, 12 producing melodramas, 25 are grinding shorts and 5 are preparing expedition epics.

I. T. S. D. Move

Kansas City, Mo.—Independent Theatre Supply Dealers Association, of which J. E. Robin is president, have moved their headquarters to 423 Lathrop Bldg. R. G. Tannehill, general manager of the organization, reports that several new dealer members have recently joined and that good progress is being made.

MacLEOD NAMED P. A.

Retained for Football Series Publicity

Hollywood — Fraser MacLeod has been signed by Tec-Art to do special publicity work on "Football for the Fan," a six-picture series featuring Coach Howard Jones, of Southern California.

MacLeod recently arrived on the coast from Bucknell University where he handled publicity for the past four years. Because of his collegiate press experience he is considered well equipped to attempt a tie-up between the major colleges of the country and the football series which the famous Trojan mentor, aided by 25 other outstanding coaches, has just completed for Tec-Art.

"Play Ball" Starts

Brooklyn — Production has begun on "Play Ball," the second of a series of juvenile shorts being made at the Brooklyn Vitaphone Studio. Two baseball teams were recruited from the ball fields of Central and Prospects parks. Billy Hays will again enact the role of Penrod and Bobby Jordan will appear as Sam.

PATHE WINS AGAIN

Injunction Is Denied by Higher Court

New York — RKO-Pathe's contention that it is not responsible for the contractual obligations of Pathe Exchanges, Inc., was upheld again last week in a decision handed down by Judge Heath in the Supreme Court of Otsego County, New York.

The Smalley Chain Theatres of Binghampton asked for an injunction against RKO-Pathe Pictures, Inc., RKO-Pathe Distributing Corporation, Pathe Exchange, Inc., and Radio-Keith-Orpheum Corporation. This injunction was denied.

A similar action was brought by another exhibitor in Buffalo a few months ago. The decision in that case was identical to that reached by Judge Heath.

Smith and Dale Cast

Hollywood — Joe Smith and Charles Dale have been signed for "She Means Business," selected by Warner Bros. as Winnie Lightner's next picture. Smith and Dale will be remembered as members of the Avon Comedy Four quartet on the vaudeville stage.

PERSONNEL SHIFTS

Warner Theatres Prepare for Fall Season

New York — Dan Michaleove, head of the Warner Theatre chain, in preparing for the fall campaign, has been making a number of shifts in the personnel of the houses in his charge. Kenneth Grimes, manager of the Victoria Theatre, Wheeling, W. Va., has been transferred to the new Warner Theatre in Morgantown, W. Va., replacing B. C. Wild. The latter goes to the Strand Theatre, Erie, Pa., where he replaces Ernest Williams on the 27th inst.

Chances in the Indiana district include the replacing of Dan Delaney as manager of the Hoosier Theatre in Wheeling, Ind., by Edward C. Grady. Delaney goes to the Bucklen Theatre in Elkhart, replacing Michael Evon, who joins the theatre staff in the Milwaukee district.

Hollywood — "Riders of the West" is the title selected by Trem Carr for his next Bob Steele western for Tiffany release.

YOU GET THE BIGGEST NAMES IN VITAPHONE SHORTS

Box-office names! Life-blood of show business! From Hollywood! From Broadway! Radio favorites! Sport champions! Best-selling authors! Warner Bros. give you the Leading Lights of every field in feature-value shorts!

BOOTH TARKINGTON

America's most beloved author creates a new series of kid comedies for his millions of followers! 13 1-Reel Juvenile Classics.

S. S. VAN DINE

12 2-Reel Detective Thrillers by the master of all mystery writers. Introducing a new and greater detective character than Philo Vance!

ROBERT L. RIPLEY

13 1-Reel new "Believe It Or Not" novelties by and with the most imitated cartoonist in the world! Aimed at his twenty million newspaper readers!

TED HUSING

Radio's ace announcer hits the screen with a bang! 13 1-Reel "Sport Slants". Thrilling action shots synchronized with Husing's own inimitable dialogue.

BIG STAR COMEDIES

Broadway's Greatest Headliners in a Series of 6 2-Reelers

HARRY RICHMAN
DOCTOR ROCKWELL
PHIL BAKER
FRED and ADELE ASTAIRE
WM. and JOE MANDELL
WALTER O'KEEFE

ADVENTURES IN AFRICA

Two years in the making! Photographed in the heart of the Dark Continent! 12 2-Reel Thrillers each complete in itself!

LOONEY TUNES

Bosko does his stuff in 13 of the goofiest comedy cartoons yet released. New gags! New songs! New laughs! Single reels of solid joy!

RUTH ETTING

Songbird of the nation! Star of the Zeigfeld "Follies"! All set to meet her millions of followers in a brilliant series of 4 2-reel musical revues!

BOBBY JONES

Champion of Champions! Booked by every big circuit! Hailed unanimously as the outstanding short subject series of the decade! 12 1-reel knockouts!

E. M. NEWMAN

Internationally famous traveler brings his "World Wide Travel Talks" to the screen to top any other talkie travelogue. Unusual! 13 1-Reelers.

MERRIE MELODIES

The country is song-cartoon crazy! Here's the series to cash in on the craze! 13 1-reel animated comedies built around the best-selling song hits.

THELMA WHITE FANNY WATSON

Get ready for "The Girl Friends"! Fat Fanny Watson and Beautiful Thelma White in a series of 6 howling 2-reel laugh hits!

MELODY MASTERS

7 1-Reel Symphonic Sensations featuring the kings of jazz and their orchestras! First two releases now ready.

EARL CARPENTER • CASTRO'S CUBAN BAND

PEPPER POT

13 1-Reel Novelties, old-fashioned news reels, surprises, ventriloquists, oddities, organ reels, laughs, fun, pep! Every one a big surprise.

MR. & MRS. JACK NORWORTH

Fans want more of the Norworths! Young and old alike roar at their domestic fun scraps. Get them in their new series of 6 1-reel NAGGERS farces!

VITAPHONE

SHORT SUBJECTS

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

COMEDIC possibilities of Hollywood though tentatively considered dangerous ground through the discarding of "Queer People" by Howard Hughes seem to have a different appeal for Harold Lloyd. The bespectacled comedian is said to be seriously considering making a picture in which he will launch a lot of funny jabs at studio life.

While we are on the subject we might as well make it known that a number of independent producers are interested in buying the rights to "Queer People," provided Mr. Hughes is not too high on the price, and that Universal is planning to make a screen version of "Once in a Lifetime".

* * *

Alan Crosland, former Warner director, has joined hands with Walter Camp, Jr., and Emil Jensen who recently formed a new independent producing concern to be known as Patrician Pictures. The first priduction, "Thirty Days," is now under way. It is an original by Hal Conklin. Gertrude Orr wrote the adaptation. For a number of years Camp and Jensen were active executives with Inspiration Pictures. A Columbia release has been secured for their product.

* * *

Tom Mix was back in town with the Sells Floto Circus. Big placards of welcome decorated all the Universal entrance gates. The script department is busy working on scripts for his return to the screen. Ray Doyle, Don Lee, Randall Faye and Forrest Sheldon are all pounding typewriter ribbons to a pulp for the return of this western star. His first opus will be based on Bret Harte's "Tennessee Pardner," Helen Ban Upp is doing the screen version.

* * *

It looks like the parting of the ways for Fox and Edmund Lowe. Spencer Tracy is reported set to take the Lowe part opposite Vic McLaglen in "Disorderly Conduct," and John Boles engaged to replace Lowe in "Cheating". Linda Watkins will have the feminine role opposite Boles.

We understand that Lowe's salary has been increasing with each six months' option and that officials figure his salary has reached the peak and can go no higher. In a concerted effort to reduce overhead, salaries of stars are being carefully scrutinized. The recent New York exhibitors' protest over the $30,000 a week paid by Warners to Constance Bennett is said to have influenced the move.

* * *

Fraser MacLeod who formerly handled publicity for Bucknell University, has been signed by Tec-Art to do special publicity work on "Football for the Fan," a six-picture series featuring Coach Howard Jones, of Southern California.

* * *

George Seitz is putting the finishing touches to his original story "Boulder Dam," scheduled for early production at the RKO-Radio Pictures studio. Wallace Smith has been assigned the adaptation and dialogue.

The film will be shot at the Boulder Dam site during the first big dynamiting operations.

* * *

RKO-Pathe is going strong on casts for its short comedies. The cast of "Niagara Falls," includes June McCloy, Marion Shilling, Gertrude Short, Edward J. Nugent, Emerson Tracy and Isabel Withers. This is one of the "Gay Girls" series.

* * *

Lew Ayres gets six weeks' vacation and as a consequence production of "Gallows" is postponed until the middle of October. Who said Universal wasn't good to the help?

* * *

Members of the Wampas paid their compliments to the 13 Wampas Baby Stars of 1931 at a testimonial dinner held at the Writers' Club. Mme. Ernestine Schumann-Heink, noted opera star, was guest of honor. It is presumed that the Fox' boys were unable to attend, being very much occupied in taking care of their own babies.

Contracts of three Fox Film Corporation players, Vivian Reid, Jane Vlasek and Janet Chandler, were made legal when Superior Judge J. C. Needham placed the court stamp of approval on the documents so filed.

* * *

A new motion picture and theatrical agency has been opened at 6425 Hollywood Boulevard under the cognomen of Hoffman, Quigley & Kerr, Inc.

Hoffman was formerly general manager of Famous Players and general production manager of Metro. Quigley, a sales executive, is a brother of Martin Quigley, publisher of the Quigley Publications. Kerr acted as assistant to Irving Thalberg when under the Universal banner, was casting director for Metro, and has been production manager for Columbia Pictures.

* * *

M-G-M has bought the rights to "The Wet Parade," Upton Sinclair novel just off the press. The Sinclair novel is said to stay pretty well in mid-channel giving the prohibition question the once over from both sides so that both wets and drys can enjoy its depicting of political corruption and graft through prohibition as well as the menace of liquor without restraint.

* * *

Berylyn Stephens, diminutive P. A., advises us that the second Torcy comedy, which C. C. Burr is making for Educational release, featuring Ray Cooke, has a stellar supporting cast which includes Dorothy Dix, Edmund Breese, Franklin Pangborn, Morley Drury (all-American quarterback), Connie Wilson, Kane Richmond and Cornelius Keefe.

* * *

Over at Monogram Studios, Director Harry Fraser is working on the story for "Land of Wanted Men," next Bill Cody and Andy Shuford western. Bert Glennon, who recently completed "In Line of Duty" with Sue Carol and Noah Beery, his first directorial assignment for Monogram, has been selected to direct the next Tom Tyler western.

WE MEET

BARBARA BEDFORD

"How are you at remembering screen faces?"

The question was put to me by a motion picture executive with whom I was discussing forthcoming productions.

I contended that I possessed a good photographic memory.

"I'm going to the station to meet a charming young lady who is arriving this evening from the East, said my friend. "Come along—I want you to meet her."

"I shall be delighted," I assured him. "But what has she to do with my faculty for remembering screen faces?"

"I'll just wager you a suit of pajamas that you fail to identify her."

The bet was on.

As the train pulled in, my friend left me in the automobile while he hurried to greet the object of our wager.

Anticipating the introduction of the lady under an assumed name, I was not surprised when I was presented to "Miss Brown."

The trim figure in natty traveling attire was not familiar, but the twinkling hazel eyes recalled a face that impressed me in "Mockery," an M-G-M picture, but at the moment I could not remember the name.

I think my friend was mentally selecting the color of his pajamas, when we turned a brilliantly lighted corner and I caught a familiar expression of Miss Brown's placid features.

"Where is the 'Port of Missing Girls'?" I asked suddenly.

The lady laughed and remarked to my partner in the wager, "I'm afraid you've lost."

"Brown is such an ordinary name for such an extraordinary girl," I reminded my friend. "You could have used Rose Kinimon. I believe Barbara Bedford had that name in 'Tol'able David,' "

In addition to a most pleasant evening, I received, by special delivery, a pair of exquisite silk pajamas. They fit the wife perfectly!

New Oxide Rectifier Is Introduced by G.E.

The first copper-oxide rectifier to be introduced for the motion picture field, built to improve the growing use of full vision screens, wider films and colored motion pictures has been announced by the General Electric Company.

One of the outstanding features of the new rectifier is that it may be used either for a high-intensity projector or for one or two low-intensity projectors. Used with a high-intensity projector, it supplies 60 to 70 amperes of arc current. Operated with one or two low-intensity projectors, each of the two sections supplies 30 to 35 amperes.

The new rectifier makes use of the copper-oxide disc principle of rectification, which gives it durability, long life and freedom from maintenance expense. A system of forced ventilation, using radiating fins and two small electric blowers, forces a steady stream of cool air over the copper-oxide elements and maintains a temperature within ten degrees of the surrounding air temperature.

No objectionable noise is made by the rectifier, which enables it to be placed in the projection room. Installation and operation of the unit are simple. One switch starts or stops the rectifier instantly, without the usual "starting" or "warming up" period.

NEW CARD FRAME

Hangs Perpendicularly or Horizontally

A low-priced card frame has been perfected and placed on the market by C. A. Jones, Kansas City film man. Jones intends to market the frame nationally.

The innovation in the frame is that it stands or hangs perpendicularly and horizontally and is adapted to any type of card. The frame is made in three sizes, 11x 14, 14x22 and 7x11. Of 26-gauge steel, the frames are covered with a durable black enamel.

ERPI on Steamship

The installation of a Western Electric sound system has been completed on the "President Coolidge," the newest steamship of the Dollar Line. The boat made its maiden trip on September 10.

PERFECT
TONE REGULATION
Downstairs!

with the NEW
STRONG
REMOTE
VOLUME
CONTROL

—right where Sound Control belongs. You can now, by the simple operation of a conveniently located push button, regulate your sound volume perfectly—instantly. No guess work about it. Tune your program in, just the way your patrons like it. Inexpensive; easy to install; nothing to get out of order.

NOW READY FOR ALL R. C. A. EQUIPMENT

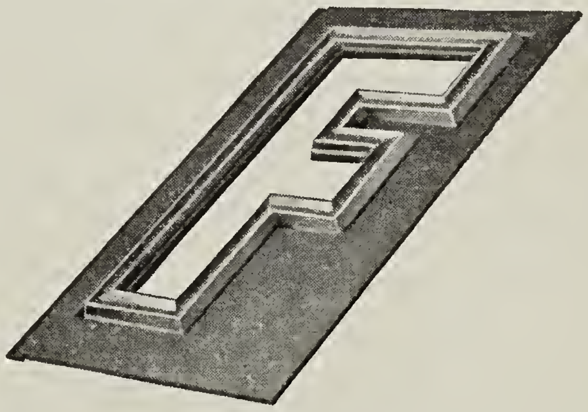
DEALERS NOTE: Write for our specially attractive sales proposition.

WRITE FOR DETAILS NOW!

Essannay Electric Manufacturing Co.
2809 West Van Buren St., Chicago, Ill.

ANOTHER ECONOMY
DEVELOPMENT *by* NATIONAL

NATIONAL SERVICE has always taken the lead in encouraging the development of *better value* in theatre equipment and supplies. To provide means of greater efficiency; to promote and sanction the invention and manufacture of products of greater intrinsic value has always been the aim of this great service organization. By providing a nation-wide outlet for their products with delivery and service promptly available to the exhibitor, manufacturers of these worthy products are able to realize volume production—and as rapidly as volume effects lowered costs, National passes such savings on to its customers. *When you buy regularly from National you are encouraging your own prosperity as well as that of the entire industry.*



F & V Cast Aluminum Interchangeable Sign Letters are a typical example of outstanding economy effected through National's Volume Distributing Plan. Investigate! Ask the National salesman to demonstrate this unsurpassed value.

Buy Now
Buy RIGHT
from
National!

NATIONAL THEATRE SUPPLY COMPANY
56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.
1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia Pictures Director of Publicity and Exploitation, Southern Division, Atlanta, Ga.

EDITOR'S NOTE: Beginning with the following article on "Exploitation" by Ted Toddy, southern division director of exploitation and publicity for Columbia Pictures, this paper presents herewith a series of five articles by this author. We feel that the material presented will be of manifest and lasting benefit to wide awake showmen who are making the most of this business. Watch for the forthcoming articles next week and each week for five installments.

EXPLOITATION is to a motion picture theatre, what the heart beat is to the body. Without the heart beat the body stops. Without exploitation the theatre closes. To some motion picture exhibitors, exploitation is something of a mystery. Exploitation comes from the word exploit, and has been used since creation. Everybody is an exploiteer, and everybody exploits. In other words this big word is nothing but just keen selling. We sell pictures. In order for us to sell our pictures we become exploiteers. There is nothing to exploitation but pure common sense plus live wire tactics and hard work. Exploitation does not end with the exhibitor using billboards and newspaper advertising, but exploitation begins where these end.

In a New Era

Modern times have changed the methods of exploitation since the days of P. T. Barnum. There is nothing to lie about. There is nothing to conceive that is not the truth. Honesty is always the best policy and honest in exploitation is always a better policy. By exploitation one merely advises his public what he has to sell, it is simply a matter of compelling attention. The methods of calling the attention of the buyers are greatly varied. It is simply a matter of shouting, and the one that shouts the hardest will pull in the bacon. But above all one must be honest in his shouting, for people of today cannot be humbugged. Once they are humbugged all the exploitation in the world will not gain their attention any more.

The question then arises what sort of exploitation one should follow. And for the present, exploitation will be explained in four articles which will enlighten you on the subject of modern exploitation. The articles in order will be "Sensational," "Sex," "Comedy" and "Drama." We shall consider the methods of exploitation used under these heads. The most successful methods in exploiting pictures of that type will be explained in detail so that you will understand exactly what is necessary to successfully exploit your production. They will follow in the next issue.

Start at Opening

There is one thing that a theatre manager must understand before we go further into the subject of exploitation, and that is, a sucessful theatre manager employs exploitation at the very moment his theatre opens for the day's business. Exploitation works hand in hand with good theatre management, it is part of the theatre itself. From the very "Good afternoon. How many tickets, please?" from your cashier at the box office to the "How did you enjoy the show?" from your usher, exploitation is used. A clean theatre, modern management, courteous help, all these are part of exploitation. No amount of exploitation will succeed if the theatre itself is not well managed. This is pure logic. Your wife will not buy a dress that is of exceptional value in a store that has a bad reputation. If that store loses its faith with its patrons and misrepresents its values, that store is a goner, no matter what quality dresses are sold for bargain prices.

Exploitation can be summed up in one sentence. It means getting out of a rut. It means hard work. It means continuous hard work. It means a sucessful theatre well exploited will bring results and fill your house to capacity. And make your house very popular.

Study the fourthcoming chapters and you will greatly profit by them. Results in the box office is the final verdict of your work and exploitation will assist a great deal.

Political Parade For "Politics"

AN elaborate political parade was arranged for by George Sharp, manager of the Fox Wilson Theatre, Fresno, Calif., to help put over his showing of "Politics."

Through the courtesy of Mayor Leymel, a permit was issued for a political parade on Saturday preceding the opening of the picture. Following the motorcycle escort was a bandwagon which transported ten musicians garbed in silk frock coats and silk hats. Banners urging the citizenry to "Vote for the Candidates of Comedy . . . Marie Dressler and Polly Moran," and other political copy was displayed on new Auburn cars, each of which carried a bevy of attractive girls. In one car were ten Fanchon and Marco girls who wore silk frock coats and high hats. Serpentine was thrown at pedestrians along the line of march, while the band played and the girls cheered. The parade attracted a great deal of attention, and was a great success.

In addition to this Sharp arranged for a Torchlight Parade along the city's main street to publicize a Saturday midnight show. Twelve girls carrying red fuses and banners marched in advance of the ten piece band. This parade culminated in a political and musical demonstration in front of the theatre. Mayor Leymel was the guest of honor at this midnight show.

Importance of Small Town Theatre

THE small town theatre holds a prominent place in the motion picture industry. It commands the sincerest respect of those who make pictures and those who sell them. For in the final check-up, it is small town theatres that create the greatest part of the revenue for producers and the exchanges. It is a necessity in every community. It is the center of social and business life of the community. Merchants of the small town realize the necessity of the theatre. It holds the interest of the community and brings in those from nearby rural districts. For that reason, merchants are willing to co-operate with the theatre manager in advertising tie-ups that will be of mutual benefit.

There is a belief that the key city theatre is drawing patrons away from the surrounding small town theatre. This is true in some cases, but not where the exhibitor is "up and doing." The wide awake small town exhibitor realizes he is in a position to select his pictures from the entire market, because of little or no opposition in his town, while the key city theatre, which is one of a number of theatres in its city, is obliged to take the entire output of a number of companies to assure it of a sufficient amount of product.

Truly the small town theatre has its place in the sun, but the manager must take advantage of opportunity offered him. He must take pride in his theatre; keep it modernized, clean and up to date. —W. L. Ainsworth, M.P.T.O., Wisconsin.

Warners Exploit "Side Show" as Circus Film

SIDE SHOW, the new Winnie Lightner picture in which Charles Butterworth is the star's leading support, boasts of a circus background, most of its scenes being laid in and around the tents showing the queer peoples of the earth and other "wonders" that are usually described with superlatives. To the exploitation forces attached to Warner Bros. this background was a natural in affording opportunity to "go after" the picture in circus fashion. That they have taken advantage of this is shown by the energy displayed as well as the invention exhibited in developing novelties that will be helpful in putting over the picture.

All of the novelties gotten out for advertising have a circus air about them. Being a picture devised for the entire family, it was felt necessary that there should be things for the children. These consist of clever accordian pleated figures which, when hung from a string, become animated; whips, willowy canes, and peanuts. The latter, when opened, are found to contain little presents as well as printed material about the picture. Then there are pennants and banners for the marquee, peanut bags, and snakes of various sizes and colors.

Fifteen of these novelties have already been prepared and are described at some length in the special press sheet which has been issued for the picture.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES *and* SHORTS

Sidewalks of New York

M-G-M—73 Minutes

Cast: Buster Keaton, Anita Page, Cliff Edwards, Frank Rowan, Norman Phillips, Jr., Frank La Rue, Oscar Apfel, Syd Saylor, Clark Marshall. Directed by Jules White and Zion Myers.

For sheer entertainment here is a picture that can't miss. If your audiences just want to laugh there is no beter type of picture suited for the purpose. This one will satisfy, and how! It will keep them constantly laughing. With Buster Keaton and Cliff Edwards in one picture your audiences will know the picture is going to be good. There are plenty of gags. Some are pretty rich and will bring plenty of laughs. The preview audience actually burst out laughing—and very seldom have we heard such boisterous laughing in a cold projection room. Norman Phillips, Jr., as a brother of Anita Page steals the picture in our opinion. Here's a kid that can really act and should be given a chance to display more of his histrionic ability in some starring parts.

SELLING SEATS: Sell the names and play up the comedy angle. Tie up with music dealers on the old favorite song hit "East Side, West Side." Use cut-outs of Buster Keaton in characteristic poses.

o

The Spider

Fox—59 Minutes

Cast: Edmund Lowe, Lois Moran, Howard Phillips, Earle Foxe, El Brendel, Kendall McComas, Manya Roberti, John Arledge, George E. Stone, Purnell Pratt, William Pawley, Jesse DeVorska, Warren Hymer, Ruth Donnelly. Directed by William Cameron Menzies and Kenneth MacKenna.

Mystery murder worked out on a somewhat different angle with Edmund Lowe cast as a magician whose assistant is a victim of amnesia and during a performance at which his sister and uncle are in attendance the uncle is shot dead. Suspicion rests on the boy and the magician gets the police to allow him to try a bit of psychology to determine the guilty party. After the test it is found that the murder was committed by a man who had been ruined by the uncle's speculations.

SELLING SEATS: Play up the mystery angle big. Sell Lowe and El Brendel on past performances. Get toy or novelty shops to use magician in window.

The Unholy Garden

United Artists—75 Minutes

Cast: Ronald Colman, Fay Wray, Estelle Taylor, Tully Marshall, Warren Hymer, Ullrich Haupt, Mischa Auer, Morgan Wallace, Lawrence Grant, Henry Armetta, Kit Guard, Lucile LaVerne, Arnold Koroff, Charles Mailes, Nadja. Directed by George Fitzmaurice.

George Fitzmaurice turns out a picture that is our idea of what a photoplay should be in tempo and interesting enough to hold our interest. The story was written by Ben Hecht and Charles McArthur, the writers of "Front Page."

Colman is cast as a sort of a care-free rover of the world—a bandit by profession and wanted by the police but too clever to get caught. Driving out to a secluded old mansion to escape the law and find rest, the minute he sets foot there he gets mixed up with a band of gangsters and all kinds of exciting things start to happen. The thieves plot to rob a blind old man living upstairs with his daughter. Colman is sent to pull the job, but upon seeing the girl he falls in love with her. Later the old man is killed by a scheming Algerian. Colman saves the fortune and sees the girl and her uncle off safely to Paris.

The picture is filled with exciting incidents and bits of wisecracking by Colman, Warren Hymer and Kit Guard. The picture can't help but click anywhere. It has all the box office of "Bulldog Drummond."

SELLING SEATS: Just by letting the public know that Colman is at your theatre in his latest picture will draw the fans. Other names in the cast should mean something at the box office. The title offers many exploitation possibilities.

o

Personal Maid

Paramount—74 Minutes

Cast: Pat O'Brien, Nancy Carroll, Gene Raymond, Mary Boland, George Fawcett and Hugh O'Connell. Directed by Monta Bell.

Miss Carroll as an East Side girl who tires of life in the tenements and so secures a position as personal maid to a lady of wealth. Her contact with men in social life convinces her that they are all "on the make". The purse strings of the family in which she is employed are held pretty rigid by the father of her employer Gary Cooper, played by George Fawcett. When the son (Gene Raymond) is expelled from Yale his mother sends her to meet him and take him to Virginia so that old Gary Cooper will not immediately know of the boy's escapades. They start the trip and her sincerity causes the boy to reform and at the finish he is ready to marry her.

Story fails to convince and lacks holding power but excellent direction of well-chosen cast puts this mild comedy-drama over so that those not too critical will find good entertainment value in it.

SELLING SEATS: Sell the star on past performance big. Use classified advertising columns for teaser ads. Put a girl in maid costume in furniture store window going through the motions of preparing the bed, laying out pajamas, etc. Tie up with beauty parlors.

o

Five Star Final

First National—89 Minutes

Cast: Edward G. Robinson, Marion Marsh, George E. Stone, Ona Munson, Robert Elliott, Purnell Pratt, Oscar Apfel, Evelyn Hall, H. B. Warner, Anthony Bushell, Frances Starr, Boris Karloff, Aline MacMahon, David Torrence, Harold Waldride, Gladys Lloyd. Directed by Mervyn LeRoy.

What a cast! What a picture! The story, adapted from Louis Weitzenkorn's stage success, is a startling expose of the tabloid scandal sheets, packing a dramatic punch that makes this picture outstanding and one that will not be forgotten so easily. With such a splendid cast and character portrayals no one star seems to dominate. They are all good.

The story concerns the ruin of a family through the selfish attacks of a newspaper publisher whose chief interests are for larger circulation by printing the sensational type of news, no matter whom it hurts. The newspaper brings to light a murder committed by Frances Starr 20 years ago. As a mother of a beautiful daughter engaged to a nice young man and being happy and contented with her little home and husband she loves so well, tragedy enters the household when she commits suicide and H. B. Warner as her devoted husband swallows some poison and falls beside his wife's dead body. And then comes a smashing climax, with such vivid portrayal that audiences will remember it for a long time. Edward G. Robinson as managing editor of the yellow sheet is forced to resign because of the scandalous news his publisher wanted printed that brought ruin to this family.

SELLING SEATS: Play up the bevy of names. Distribute heralds in the form of a tabloid newspaper with scare headlines printed in red ink telling all about the picture.

SHORT SUBJECTS

No Holds Barred

Educational—10 Minutes

Gus Sonnenberg, champion wrestler, is featured in this reel, the first of a new series to be known as the Bill Cunningham Sports Review. Some splendid exhibitions are given. The series will include all types of sports.

o

Wild and Wooly

M-G-M—9 Minutes

This reel shows a western rodeo. There is plenty of fast action with the cowpunchers doing their stuff. Pete Smith furnishes the descriptive dialogue. It is a film that any audience will like.

o

The Stork Market

Columbia—7 Minutes

Clever Krazy Kat cartoon reel that contains some real funny incidents. Krazy is shown as a manufacturer of infants. As the babies come out of the incubator they are labeled according to their nationalities.

o

The Great Decision

RKO-Pathe—10½ Minutes

Here's a short that is a short. It's great, it's vivid, real and dynamic. The first of a series of thirteen titled "Floyd Gibbons Supreme Thrills," it depicts the life of Woodrow Wilson from the moment he decided on America's entry into the great conflict until his death. The most important incidents in which the President participated are picturized, with an excellent score and vitalizing interpretation by Floyd Gibbons, who is his typical self. Some may consider this a combination of newsreels. To us it's an achievement. Play it!

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

**Prepared by Forty (40) of the Country's
Greatest Motion Picture Sound Experts.**

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

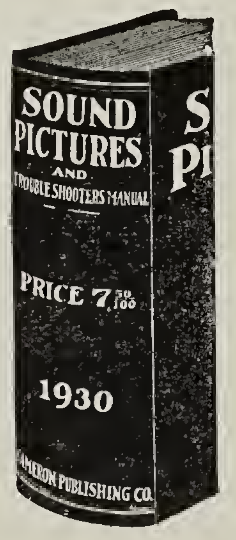
48 PAGE PICTORIAL SECTION OF
ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."



Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel
("Roxy")

Used since 1918 as the Standard Authority on the Subject.

**Fourth Edition — 1,280 Pages
500 Illustrations**

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox
(Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S

ENCYCLOPEDIA

OF SOUND MOTION PICTURES

Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT
THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., Kansas City, Mo.

NEWS FROM EVERYWHERE

CURRENT EVENTS GATHERED FROM ALL PARTS OF THE COUNTRY

PROHIBIT SUNDAY SHOWS

Holland, Mich. — Following an injunction granted by Judge Fred T. Miles, Sunday shows here are prohibited. The writ was asked by the mayor, who stated that a large majority of citizens were opposed to Sunday shows.

UNION SQUABBLE SETTLED

Ann Arbor, Mich.—After having been out on strike since September 13, union projectionists here went back to work this week. The strike was caused by the discharge of an operator for an infraction of rules.

MALCO ACQUIRES TWO

Fort Smith, Ark. — The Malco Theatres has strengthened its position in this situation by adding two more units. The circuit has leased the auditorium in which the local Masonic lodge was to have carried out a theatre project. The New Theatre, formerly operated by Publix, has also been acquired. Malco has reopened its Mystic and closed the old Rialto.

PICKETER ON BAIL

Miami, Fla.—On complaint of Charles Walder, manager of the Tivoli Theatre here, C. Upshaw, manager of the pickets for the Miami Picture Operators Association, was placed under $100 peace bond for disorderly conduct.

SOL BRAUNIG BURIED

Providence, R. I.—Funeral services for Sol Braunig, a theatre manager in this city for 30 years and for seven years manager of the Majestic, was held September 16. Braunig was at one time owner of the Iroquis, Chicago house destroyed by fire.

REDUCE OPERATORS

Denver, Colo.—Three operators in place of four will be used daily after October 1 by Harry Huffman, owner of five houses here, and Buzz Briggs, manager of the State. The reduction will be made in order to bring to a head negotiations pending with the operators' union.

N. J. OPERATORS SIGN

Paterson, N. J.—Projectionists are back on their old jobs here. The new agreement, signed last week, provides for a lower wage scale. The theatre continue with non-union operators during the strike, which was short-lived.

MASS. ALLIED MEET SET

Boston—Annual meeting of Allied Theatres of Massachusetts has been set for October 6 at the Hotel Bradford, according to announcement by James J. McGuinnes, executive secretary.

OPERATORS JAILED

Providence, R. I. — Conrad S. Lavigne, former projectionist at the Liberty, owned by Samuel Bomes, and two companions were recently sentenced for defacing the theatre building. Lavigne was sentenced to four months in jail, his companions fined $100 each. A union controversy brought on the affair.

UNION RESTRAINED

Denver — A temporary injunction restraining operators and stage hands unions from calling strikes or paying strike benefits, because of a controversy over the discharge of a man at the Mayan, has been granted by District Judge E. V. Holland to the Fox Colorado Theatre Company.

ASK ORGAN DISCOUNT

Washington—Appeal of the Anderson Theatrical Enterprises of Louisville, Ky., asking permission to deduct from profits the amount of their organ investments upon which they have not realized, is up before the board of tax appeals. Outcome is being watched with interest by exhibitors who made heavy investments in theatre organs and then replaced them with sound equipment, thereby losing considerable money on the investments.

ROSENBERG SETTLEMENT

Chicago—Bert Rosenberg, former Chicago and Midwestern division manager of General Talking Pictures, has secured full settlement of his contract, which ran until 1934. Rosenberg recently severed his connection with the Company. His resignation, according to report, came as a result of activities in matters pertaining to the operators' union strike here.

"SCREENS AID CRIME FIGHT"—PETTIJOHN

Albany—In speaking before the joint committee of the House and Senate on criminal code at the hearing on the anti-gangster film measure now pending, C. C. Pettijohn of the Hays office declared that "it is more important to take crime off the streets than to take it off the screen—no gangsters have any business understanding with anybody in the picture business." Pettijohn further declared that films have done perhaps more than any other agency to arouse public interest against gang terrorism.

SKOURAS GOES IT ALONE

Newark, N. J.—Indications are that Spyros Skouras will play a lone hand in the acquisition of 57 Jersey coast houses from Fox. This kills reports that Publix will be a participating party in the deal. Completion of the deal will place Skouras in competition wth Warner, the company with which he was formerly connected.

WARNER SALES MEETS

Boston—Claude C. Ezell, eastern general sales manager, and A. W. Smith, eastern sales manager, of Warner-First National, are conducting a series of sales meetings in the New England territory. Boston, New Haven and Buffalo are among the cities visited.

THOMPSON TO TRANS LUX

New York — Major Leslie E. Thompson, for many years an executive of RKO theatres, has joined Trans Lux Pictures Corp. as general manager. He succeeds John Zanft, who resigned last spring.

MUSICIANS STRIKE

Pittsburgh—Displeased with the number of musicians Loew's Penn and the Stanley proposed to use in the orchestras during the coming year, fifty-five musicians have gone on strike at these two houses. The theatres agreed to use 18 men in the pit, paying each $86 per week and $28.50 more for state work. This town has about the highest musicians' wage scale of any six-day situation in the country.

MAY VOID LICENSES

Chicago—Licenses of more than 100 operators, mostly permit men, may be revoked on the grounds that they were obtained by fraud, if sufficient evidence can be obtained against them, it has been learned.

ASK CHI. RELIEF AID

Chicago—Mayor Cermak has requested theatres here to hold a charity day to aid the unemployed. Under his plan, admission price would consist of clothing, food, etc.

REBUILD AGAIN

Huntsville, Ala. — Two fires can't discourage the Lyric Amusement Company, subsidiary of the Crescent Company of Nashville, Tenn. The Lyric, twice destroyed by fire, is being rebuilt. The second fire destroyed the house just as it was nearing completion.

$500,000 SUIT FILED

Chicago—On charges of unfair distribution, George Gehring, owner of the Rosewood Theatre, has filed suit for $500,000 in the Superior court against M-G-M, the Esseness theatres and three officials of the latter concern. The theatre owner claims to have held a contract with the distributing company to furnish him with first-run films during last year. He charges that the distributors arranged with the circuit to furnish him only films which had already been shown in loop theatres.

"U" SALARY RAISE

New York—Universal, the last major company to reduce salaries of its employees, is now the first to reinstate the former wages. Carl Laemmle, president, announced last week that improved outlook and increases in sales prompted the action. Laemmle, in a letter to employees, expressed the desire that rigid economy still be maintained.

FINNEY HEADS AMPA

New York—Ed Finney, United Artists, succeeds Mike (Six Syllable) Simmons, as president of the Association of Motion Picture Advertisers. The entire ticket as presented by the nominating committee at last week's meeting, was unanimously elected. Eddie Cantor is scheduled to open the new season of AMPA meetings on next Thursday.

JUVENILE UNIT OPENS

New York—Initial unit in what is expected to be a national circuit of small picture houses for juveniles opened last week at 52 East 78th street. The house is operated by Juvenile Playhouses, Inc., which will use 16 mm. films and projectors. David Mavity, formerly with Fox, heads the company.

NEW FOX APPOINTMENT

New York — A new executive appointment for Fox Films was expected to result from yesterday's meeting of the board of directors.

Name Relief Committees

(Continued from page 9)

Blank, Des Moines, Iowa; Joe Brandt, New York; J. R. Bray, New York; Hiram S. Brown, New York; Walter S. Butterfield, Detroit, Mich.; Walter Camp, New York; William Canavan, New York; Charles H. Christie, Hollywood, Calif.

Harley L. Clarke, New York; R. M. Clarke, Oklahoma City, Okla.; Jack Cohen, Philadelphia, Pa.; Al Cohn, Hollywood, Calif.; H. A. Cole, Dallas, Tex.; M. E. Comerford, Scranton, Pa.; J. I. Crabtree, Rochester, N. Y.; Harry Crandall, Washington, D. C.; Donald Crisp, Hollywood, Calif.; Cecil B. demille, Culver City, Calif.; William C. deMille, Los Angeles, Calif.; Fred Desberg, Cleveland, Ohio.

George Eastman, Rochester, N. P.; Jay Emanuel, Philadelphia, Pa.; J. A. English, Anaconda, Mont.; Edward M. Fay, Providence, R. I.; Roscoe Fawcett, Robinsdale, Minn.; Edward Finney, New York; Harold B. Franklin, Los Angeles, Calif.; Benjamin Glazer, Los Angeles, Calif.; Lawrence Grant, Los Angeles, Calif.; D. W. Griffith, New York; Earle W. Hammons, New York; Will H. Hays, Chairman, New York; William Randolph Hearst, New York; Fred J. Herrington, Pittsburgh, Pa.; Jean Hersholt, Los Angeles, Calif.

Harry L. Huffman, Denver, Colo.; Howard Hughes, Hollywood, Calif.; J. L. Johnston, Los Angeles, Calif.; W. Ray Johnston, New York; Sam Katz, New York; H. J. Kincey, Greensboro, N. C.; E. E. Kuykendahl, Columbus, Miss.; Carl Laemmle, New York; William LeBaron, Los Angeles, Calif; M. C. Levee, Los Angeles, Calif.; M. A. Lightman, vice-chairman, Memphis, Tenn.; Frank Lloyd, Los Angeles, Calif.; Arthur Lucas, Atlanta, Ga.

F. J. McWilliams, Madison, Wis.; Lee Marcus, New York; Lester F. Martin, Nevada, Ia.; Louis B. Mayer, Los Angeles, Calif.; Jack Miller, Chicago, Ill.; J. J. Murdock, New York; Abram F. Myers, vice-chairman, Washington, D. C.; R. E. Myers, Chillicothe, Ohio.; Conrad Nagel, Los Angeles, Calif.; Fred Niblo, Los Angeles, Calif.; Chas. E. Nolte, Baltimore, Md.; Lee Ochs, New York; M. J. O'Toole, New York; J. E. Otterson, New York; Mary Pickford, Los Angeles, Calif.; Charles W. Picquet, Pinehurst, N. C.; Verne Porter, New York; J. L. Price, St. Louis, Mo.

Martin J. Quigley, New York; Jas. R. Quirk, New York; J. T. Reed, Los Angeles, Calif.; E. V. Richards, New Orleans, La.; H. M. Richey, Detroit, Mich.; Hal E. Roach, Culver City, Calif.; Herman Robbins, New York; R. P. Rosser, Hamlet, N. C.; S. L. Rothafel, New York; Sidney E. Samuelson, Newton, N. J.; Aaron Saperstein, Chicago, Ill.; David Sarnoff, New York; Watterson R. Rothacker, Chicago; Joseph M. Schenck, Los Angeles, Calif.; Nicholas M. Schenck, New York; Ben Shlyen, Kansas City, Mo.; Sime Silverman, New York; George P. Skouras, St. Louis, Mo.

Nugent H. Slaughter, Los Angeles, Calif.; E. J. Sparks, Jacksonville, Fla.; N. I. Steers, New York; W. A. Steffes, Minneapolis, Minn.; Karl Struss, Los Angeles, Calif.; Irving Thalberg, Los Angeles, Calif.; L. E. Thompson, New York; Frank C. Walker, New York; Albert Warner, New York; Harry M. Warner, New York; Joseph N. Weber, New York; George W. Weeks, New York; Fred Wehrenberg, St. Louis, Mo.; S. C. Weskil, Colfax, Wash.; R. D. Whitson, Los Angeles, Calif.; R. B. Wilby, Atlanta, Ga.; Herman Wobber, San Francisco, Calif.; G. T. Woodlaw, Portland, Ore.

Charles E. Williams, Omaha, Neb.; Clinton Wunder, Los Angeles, Calif.; H. J. Yates, New York; L. A. Young, Detroit, Mich.; Waldemar Young, Los Angeles, Calif.; Adolph Zukor, New York.

Central Appointments

The names of the Central Committee, to which additional acceptances are also expected, are:

George Akerson; Jack Aliocate; Harry Arthur, G. McL. Baynes, Fred Beetson, Joe Brandt, Hiram S. Brown, J. E. Brulatour, Harley L. Clarke, R. H. Cochrane, Emanuel Cohen, Sam Dembrow, Jr., William C. deMille, Howard Dietz, C. C. Ezell, Felix F. Feist, Edward Finney.

Pat Garyn, James R. Grainger, Glenn Griswold, Paul Gulick, Earle W. Hammons, Will H. Hays, Chairman; Sam Jacobson, Sidney R. Kent; M. A. Lightman, Lee Marcus, Louis B. Mayer, Dan Michalove, Abram F. Myers, Charles L. Nolte, Charles L. O'Reilly, David Palfreyman, secretary; Joseph L. Plunkett.

Martin J. Quigley, S. L. Rothafel, Nicholas M. Schenck, E. A. Schiller, Ben Shlyen, Sime Silverman, Courtland Smith, Truman Talley, Walter Vinvent, Frank C. Walker, Albert Warner, Harry M. Warner, Gordon White, Nathan Yamins, H. J. Yates, L. A. Young, Adolph Zukor.

Sub-Committees

The following sub-committees were appointed:

(1) **Increasing employment within the industry:**
Harley L. Clarke, M. E. Comerford, Wm. R. Hearst; Sam Katz, Harry M. Warner, Nathan Yamins, H. J. Yates.

(2) **Industry's cooperation with relief agencies:**
George Akerson, R. H. Cochrane, Claude C. Ezell, M. A. Lightman, Abram F. Myers, Charles L. O'Reilly, E. A. Schiller, L. E. Thompson, Walter Vincent.

(3) **Screen cooperation:**
G. McL. Baynes, Joe Brandt, J. E. Brulatour, Emanuel Cohen, Pat Garyn, E. W. Hammons, Sam Jacobson, Courtland Smith, Truman Talley.

(4) **Trade Press:**
Jack Alicoate, Ben Shlyen, Sime Silverman, Martin J. Quigley.

(5) **Advertising Division:**
Hyatt Daab, Howard Dietz, Edward Finney, Glenn Griswold, Paul Gulick, J. L. Johnston, S. L. Rothafel, Gordon White.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

BARGAINS in new and used equipment. Simplex, Powers and Motiograph machines — Reflector Arcs, Rectifiers, Sound Screens. Get our prices before you buy. Queen Feature Service, Inc., Birmingham, Ala. 9-22

FOR SALE CHEAP — Star "Profit Model" popcorn machine. Upright model, on rollers. Perfect condition guaranteed. Ben Rives, Roanoke, Ala. 9-22

LEATHER - UPHOLSTERED seats, rugs, drapes, supply of three-fourths A. C. white flame carbon. B-382, Associated Publications. 9-22

EQUIPMENT WANTED

TWO GUARANTEED positively rebuilt Simplex projectors, with or without reflector lamps. Also motor generators, rectifiers, sound screens. Astounding values. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. eow

HELP WANTED

SALESMEN!—New Trade Stimulator. Deal sure fire. Doubles theatre receipts. $10 commission paid in advance each $35 deal. Outfit furnished free. Big cash daily for producers. Mutual, 130 W. 23rd St., New York. 9-22

POSITIONS WANTED

EXPERIENCED SOUND operator wishes steady position; married, no cigarettes or liquors, eight years' experience, do billposting, janitor work, handle booth alone, non-union, will join. Wife A-1 in ticket booth. All offers considered. References. Address Ray Boyle, Box 525, Payette, Idaho. 9-22

EXPERIENCED SOUND projectionist, disc; want film. Paul Hadley, Piggott, Ark. 9-22

MANAGER, PUBLICITY EXPERT, ORGANIZER—Desires independent or small circuit connection. Write me—results will supplant promises. Address Don W. Davidson, Manhattan, Kas. 9-22

THEATRE LOBBY FRAMES

Manufacturer to you; low cost Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)

THEATRES FOR SALE

PAYING Theatres for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Building, Chicago. 10-6

MOVIE — Fully equipped, $2,500. Miller Theatre Broker, 321 Securities Bldg., Des Moines, Iowa. 9-22

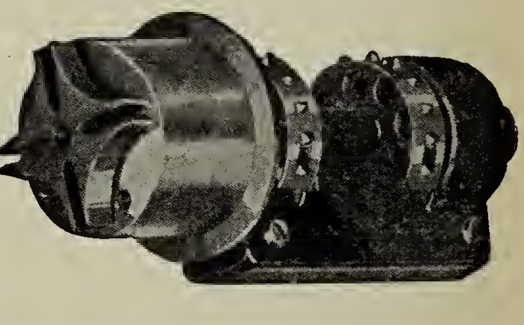
THEATRES WANTED

CAN Sell Your Theatre Quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago. 10-6

THEATRE LEASE wanted by experienced showman. Please give full details in first letter to facilitate doing business quickly. All information given treated confidential. Harry Weiss, 420 Tenth St., Loganport, Ind. 9-22

POPCORN

SOUTH AMERICAN VARIETY $12 per hundred pounds; Brazilian Sunburst, $7.50 per hundred; Jap Hulless, $5 per hundred. Popping condition guaranteed. Douglas Co., Box D7631, Kansas City, Mo. 9-29



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
018 S. Wabash Ave., Chicago Ill.
Telephone Webster 2190 or 2002

Really New Low Prices

Reflector for Mazda, Reflector Arc and Hi-Low Arc.

Heretofore you have paid very high prices for new Reflectors, *but now* your old Reflectors (unless badly pitted) can be refinished *Good as New.*

	NEW PRICE	REFINISHED PRICE	YOU SAVE
G. E. Mazda	$ 7.00	$4.00	$3.00
Simplex Mazda, small	7.00	4.00	3.00
Simplex Mazda, large	9.00	5.00	4.00
Morelite, small	10.00	5.50	4.50
Strong, Peerless, Motiograph, Morelite or any standard low intensity	15.00	6.00	9.00
Peerless, Strong, Ashcraft or H. & C. high intensity	25.00	9.00	16.00

CHECK YOUR REFLECTORS

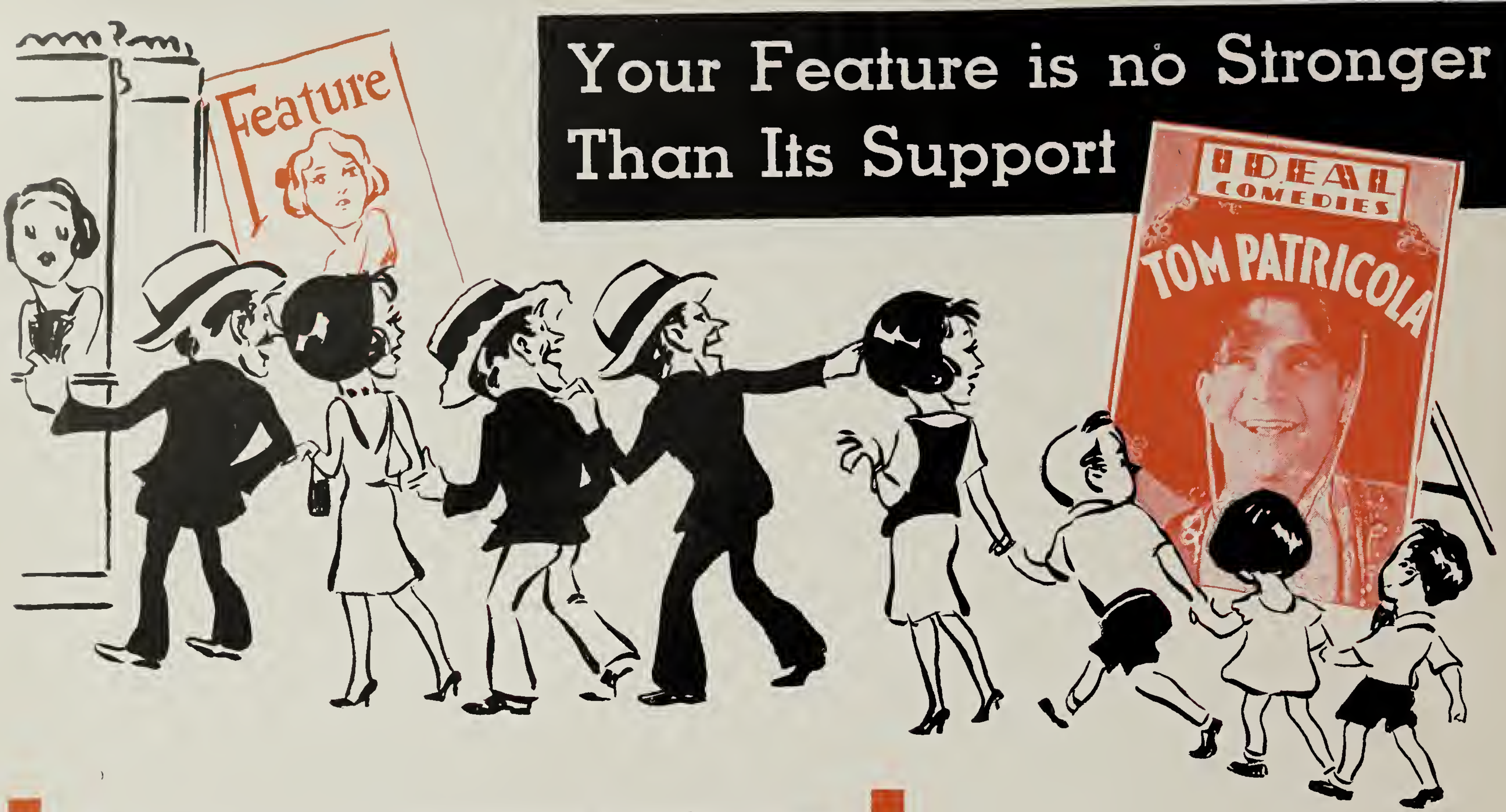
If they are tarnished, dull or cloudy
you are not getting good projection.

*Stebbins Contribution Toward
Lower Overhead.*

Stebbins Theatre Equipment Co.

1804 Wyandotte Street
Kansas City, Missouri

Your Feature is no Stronger Than Its Support



Did you ever see a baseball pitcher wave his support in from the field to the bench? Well, hardly. No matter how strong he's twirling, he can't go it alone.

Your feature, too, needs the air-tight backing to the last fade out of the evening's show. No matter how good, it's only half your bill. When it's a flop, your whole show depends on the supporting featurettes.

Educational has a two-reel comedy for every week in the year. And in the 82 single-reel pictures, the world's borders are our studio walls.

Folks don't shell out just to see THE PITCHER. It's the team—the whole show—the *Educational* support—that puts 'em on their toes from the bleachers to the boxes.

"THE TAMALE VENDOR," with Tom Patricola, Charles Judels and Margaret Breen. An Ideal Comedy "Swell laugh number Can't miss." —Film Daily

"POKER WIDOWS," with Patsy O'Leary and Arthur Stone. A Mack Sennett Comedy. A royal flush! The sky is the limit for laughs.

"HAREM SECRETS" with Claude Flemming From the Romantic Journeys Series. Produced by Howard C Brown and Curtis F Nagel. A red hot number from the harems of Morocco. Photographed in Multicolor.

EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS, president*

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Educational Pictures

"THE SPICE OF THE PROGRAM"

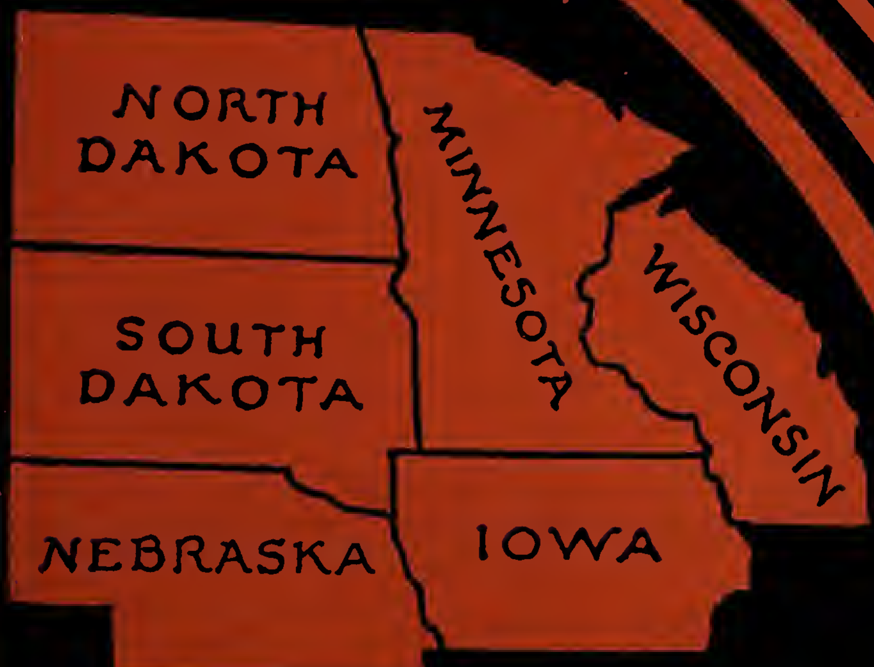
SEPT. 29, 1931
VOLUME XII NUMBER 19

MOVIE AGE

PUBLIX AND RKO SAY NO FURTHER PRICE CUTS

DISTRICT COMMITTEES ON UNEMPLOYMENT RELIEF

UNITED ARTISTS-PUBLIX IN FIRST-RUN WAR


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

6000 Seat De Luxe House Plays UNIVERSAL Serials Every Performance!

1. FOX THEATRE, Detroit books DANGER ISLAND as experiment on a five-day—two-shows-a-day basis . . .

2. Immediate demand from patrons forces theatre to carry it as seven-day feature . . .

3. House puts 4th episode on after feature instead of before . . . Audience complaints convince manager patrons come purposely to see serial . . .

4. Consequently management books succeeding Universal serials . . . BATTLING WITH BUFFALO BILL, THE AIR-MAIL MYSTERY and HEROES OF THE LAW . . . to follow up and run serial with each program for balance of season.

Business
Is GREAT
at
UNIVERSAL!

5. Fox Theatre plays up serial in all its de luxe ads and now carries daily line featuring serial.

JUST BEEN TO THE FOX TO SEE
"DANGER ISLAND"
UNIVERSAL'S GREAT SERIAL

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.

945 Andrus Bldg.
Phone—MA. 6957

MINNEAPOLIS, MINN.

No Further Price Cuts

Publix and RKO Officials Declare; Both Say More Reductions Might Affect Grosses.

There'll be no further admission price cutting in the Twin Cities and Northwest as far as Publix and RKO are concerned.

This is made clear by assertions of Eddie Ruben and Morgan Ames, divisional directors for Publix and RKO, respectively.

"We haven't even given a thought to any further price reductions," said Ruben. "There's no occasion for it. Good pictures are drawing well everywhere and the public seems to feel the same as we do, that, considering the quantity and quality of entertainment being offered, admission prices now are at a rock-bottom, bargain level. There is no complaint in the territory about theatre admission prices.

Good Films Pay

"Moreover, we feel that any further reduction would not stimulate the volume of business, but would cut seriously into grosses and profits. We find that the really first-class product is drawing satisfactory patronage at the

(Continued on page 5)

Should House Manager Handle Adv.?

"Yes!" Says Publix Man; "No!" Contends RKO Official; the Debate Rolls Along.

Whether house managers should direct advertising and exploitation for their theatres is a point in dispute between Dick Gilbert, RKO advertising division head, and Don Chambers, who occupies a similar position with Publix in Minneapolis.

Gilbert says "No." Chambers avers "Yes."

"Exploitation and advertising are highly specialized professions which required trained executives to supervise," asserts Gilbert. "The average manager is not qualified to perform these duties to the best possible advantage. In addition, he has too many routine and other tasks to give the proper attention and time to the all-important duties of exploitation and advertising. I feel that these duties should be entrusted to a trained exploitation and advertising man who, if he performs them for a circuit or portion thereof, should

(Continued on page 5)

U-A Publix War

Likely in Minneapolis; Former Company Rents Pantages; Second Time U. A. Turns Exhibitor.

War is on between United Artists and Publix in Minneapolis.

Unable to reach an agreement with Publix on price for the new season's United Artists product, United Artists will enter the exhibiting field in Minneapolis in competition with Publix.

Pantages Theatre, closed for the better part of two seasons, has been leased by United Artists and will be operated under a straight film policy with U. A. pictures.

W. H. Rudolph from the United Artists' staff has been sent to Minneapolis from New York to manage the house. Announcement of the opening date and attraction and price scale will be announced shortly. It is believed that the theatre will be renamed.

(Continued on page 5)

START "MARCHETA"

Radio Plans Colorful Dix Vehicle

Hollywood—Scaled on an elaborate plane, with Richard Dix in the colorful role of a bull fighter, RKO-Radio Pictures' "Marcheta" was scheduled to go into rehearsal October 5 with filming to start a week later.

The picture, which will additionally feature Irene Dunne and Laurence Olivier, is based on the famous song, "Marcheta," by Victor Schertzinger which attained the unprecedented sales record of four million copies. Schertzinger will direct from an original story by Louis Stevens and dialogue by Don Marquis, noted columnist.

Lukas in "Working Girls"

Hollywood—Paul Lukas, now at work in the production of "The Beloved Bachelor" with Dorothy Jordan, Vivienne Osborne and Charlie Ruggles, has been assigned the leading male role in "Working Girls," Paramount's forthcoming picture story from the New York stage play, "Blind Mice" by Vera Caspary and Winifred Lenihan. Judith Wood, Charles "Buddy" Rogers, Dorothy Hall and Stuart Erwin will appear in

"Kid" Cast Complete

Hollywood — Casting has been completed on Buzz Barton's initial starring vehicle for Big 4. Francis X. Bushman Jr., will have a leading male role with Caryl Lincoln appearing in the feminine lead. Ted Adams has been signed for the menace. The picture will be directed by J. P. McGowan under supervision of Burton King.

The Good Ones Draw

By M. E. CUFFEL, Editor

ATTENTION is called to the present Publix Northwest slogan, "Happy Days Are Here Again."

With such product available for release throughout the territory as "Bad Girl," "Merely Mary Ann," "Dirigible," "Huckleberry Finn," "The Miracle Woman," "Night Nurse," "Transatlantic," "Trader Horn," "This Modern Age," "Sporting Blood," "The Public Defender," "Caught Plastered," "The Smiling Lieutenant," "An American Tragedy," "Common Law," "Hell Bent for 'Frisco," "Swanee River," "Hell Bound," "Aloha," "Smart Money," "The Millionaire," "Bought," "Alexander Hamilton" and "Monkey

(Continued on page 5)

A Novel Note!

N. J. Portlance, proprietor of the Heights Theatre, Columbia Heights, Minneapolis suburb, has hit upon a novel idea for lobby decorations. He has installed white lattice work along both sides as a framework for his advertising displays. It is very effective, as the lattice is all filled with artificial roses and beautiful butterflies and various vines of the garden variety in days of yore. It certainly makes an appropriate setting and spring-like appearance for an entrance to any show-house. Compliments to Portlance!

Pictures Drop Under Par; Magician Draws 'Em In

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Sept. 25) — With Thurston, the Magician, as its extraordinary stage attraction, the Minnesota did a remarkable business the past week. Its picture, "Silence," didn't count. The magician was a sufficiently strong magnet to pull in the public unaided. The picture fare, generally speaking, was below the standard of recent weeks. There was not a really outstanding screen offering in the entire loop. As a result, business, for the most part, was under par, the Minnesota, of course, being a notable exception.

Aster—**Lover Come Back** (Columbia), Jack Mulhall and Betty Bronson. **Business:** Light; 75 per cent. **Summary:** The story of a young girl who commits an indiscretion when the man she loves jilts her. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**Transatlantic** (Fox), Edmund Lowe and Greta Nissen. **Business:** Fair; 80 per cent. **Summary:** A thriller melodrama laid aboard a palatial ocean liner on a sea voyage and concerning the activities of a gang of crooks. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota — **Silence** (Para.), Clive Brook, Marjorie Rambeau and Peggy Shannon. **Business:** Very big; 160 per cent. **Summary:** A melodrama about a crook who tries to make amends for a wrong he did to a woman; unbelievable in many spots; too artificial. **Entertainment Merits:** 75 per cent. **Short Subjects:** Thurston, the Magician, in person, who drew 'em in; Sound News; Old-Time Movie.

RKO Orpheum—**East of Borneo** (Universal), Rose Hobart and Charles Bickford. **Business:** Fair; 80 per cent. **Summary:** An unusual picture revolving around thrilling jungle adventures. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville and Sound News.

RKO Seventh Street—**The Runaround** (RKO), Mary Brian and Marie Prevost. **Business:** Light; 70 per cent. **Summary:** A far-fetched yarn about a New York chorus girl and her efforts to snare a wealthy husband; in Technicolor. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

State — **Pardon Us** (M-G-M), Stan Laurel and Oliver Hardy. **Business:** Fair; 75 per cent. **Summary:** Only mildly funny experiences of this clever and popular pair behind the prison bars. **Entertainment Merits:** 75 per cent. **Short Subjects:** Newscasting; Bobby Jones' Serial; "Monsters of the Deep," and Cartoon Comedy.

MILWAUKEE

(Week Ending Sept. 17)

Alhambra — **Waterloo Bridge** (Universal), Mae Clarke and Kent Douglass. **Business:** Fair (ended second and final week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel; Comedy.

Garden—**Street Scene** (United Artists), Sylvia Sidney, Estelle Taylor and William Collier. **Business:** Good. **Summary:** Brought to the screen in almost exact replica of its stage form, this picture is simple, moving, touched with homely humor. **Entertainment Merits:** 95 per cent. **Short Subjects:** Comedy; Newsreel.

Palace — **The Smiling Lieutenant** (Paramount), Maurice Chevalier and Miriam Hopkins. **Business:** Good. **Summary:** A piece all frothy with winks and wisecracks. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Fox News.

Riverside — **Rebound** (RKO-Pathe), Ina Claire and Robert Ames. **Business:** Good. **Summary:** The old triangle theme concerns two old sweethearts who meet on their honeymoon in Paris. Acting is very well done. **Entrtainment Merits:** 90 per cent. **Short Subjects:** Vaudeville.

Warner — **Alexander Hamilton** (Warner Bros.), George Arliss and Doris Kenyon. **Business:** Good. **Summary:** Written by Arliss in collaboration with Mary Hamlin, this picture is not as outstanding as some of his others, although it is good because Arliss is in it. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Paramount News.

Wisconsin—**Transatlantic** (Fox), Edmund Lowe and Lois Moran. **Business:** Fair. **Summary:** A story of crooks, robbery and attempted murder aboard an ocean liner. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon and Marco Idea; Fox News.

OMAHA

(Week Ending Sept. 19)

Orpheum—**Fifty Fathoms Deep** (Columbia), Jack Holt, Loretta Sayres and Richard Cromwell. **Business:** 100 per cent: **Summary:** This story is a drama of two men's friendship and the weakness of a woman's love. They have been pals. One marries a girl who turns out to be viciously bad. She leads her husband to believe that she has been insulted by his friend. The big situation comes when the two divers settle their deadly quarrel at the bottom of the sea when they are sent out to recover the bodies from a rich man's yacht which has been sunk. The body of the trouble-making girl also is found. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville; Newsreel; Novelty.

Paramount—**Merely Mary Ann** (Fox), Janet Gaynor and Charles Farrell. **Business:** 125 per cent. **Summary:** Janet Gaynor appears as the little drudge who blossoms out into an heiress. She gives a genuinely remarkable performance and one that contrasts vividly with that of her famous co-star, Charles Farrell. Farrell appears as the sarcastic and bitter composer who learns almost too late what love is. The story is based on Israel Zangwill's play. **Entertainment Merits:** 95 per cent. **Short Subjects:** Comedy; Newsreel; Novelty.

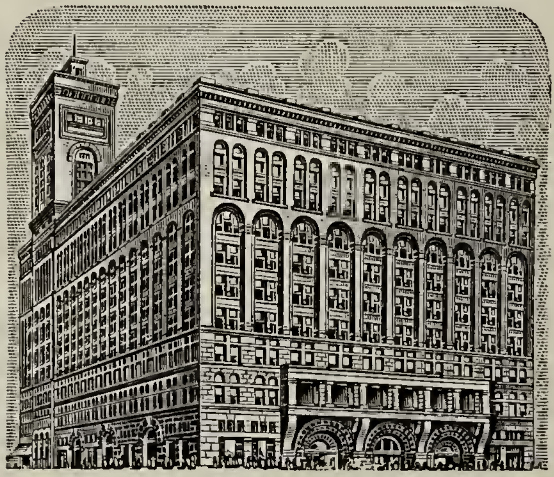
State—**Tabu.** **Business:** 90 per cent. **Summary.** This is a South Sea drama and is a silent picture with an atmospheric musical setting. The cast of "Tabu" comprises native Polynesians, half-casts and a few Chinese. The story is exciting, full of suspense, slightly flavored with comedy, and entirely built on a theme of love. **Entertainment Merits:** 85 per cent. **Short Subjects:** Novelty; Comedy; Newsreel.

Publix Takes Madison

Publix has acquired the Madison, S. D., theatre from the Wagner Amusement Co., Sioux Falls, S. D., and will operate the house.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY
RATES
$2.00
UP



Special
Weekly
and
Monthly
Rates
for
Permanent
Guests.

A MEAL AT THE AUDITORIUM
IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING LAKE MICHIGAN—
CHICAGO AT YOUR FEET

Roster of District Relief Committees

Thirty-one district committees, one for each exchange zone, were named Thursday by Will H. Hays, chairman of the National Committee of the industry on unemployment relief. These committees will be responsible for the set-up of city committees in their respective territories.

Personnel of the newly-named district bodies in this territory is as follows:

Des Moines—E. J. Tilton, B. J. McCarthy, W. E. Banford, H. L. Grove, Morgan C. Ames, Lester Martin, C. L. Niles, Fred Hegeman, Harry Weinberg.

Milwaukee—Allen Usher, Sam Sherman, A. N. Schmitz, H. J. Fitzgerald, Frank Fisher, John Scharnberg, F. J. McWilliams, A. F. Maertz, Fred S. Meyer, Steve Bauer, H. S. Gallop, Martin D. Thomas.

Minneapolis—C. A. Roeder, H. B. Johnson, Jack Lorenz, E. R. Rubin, Morgan C. Ames, W. A. Steffes, Theo. L. Hays, Otto N. Raths, Bennie Berger, Sen. Thos. Lee Hyde, H. J. Peterson, S. J. Blackmore.

Omaha—S. W. Fitch, R. S. Ballantyne, I. C. Durham, E. R. Cummings, L. R. Pierce, Lester F. Martin, C. E. Williams, Sam Epstein, Harry L. Goldberg.

U. A.-Publix War

(Continued from page 3)

This is the second time in the past eight years that United Artists has become an exhibitor in Minneapolis to play its own pictures. On the other occasion, when terms could not be agreed on with F. & R. on its product, it leased the present Lyceum Theatre and operated the house itself for the better part of a season.

Pantages Theatre is a 1,500-seat house with the best location in the Minneapolis loop. In the past it has been a part of the Alexander Pantages circuit and most of its career has been devoted to a policy of vaudeville and pictures. For a short period it was operated with musical comedy, tabloids and pictures and later with straight pictures. Neither of the aforementioned policies proved successful.

Publix and RKO also are having loop first-run opposition at the Lyceum which opened with "The Viking."

Beaumont Assigned

Culver City—Harry Beaumont will direct the picturization of Faith Baldwin's Cosmopolitan Magazine serial, "Skycraper," which will get under way in the near future on the Metro-Goldwyn-Mayer lot. Madge Evans plays the feminine lead, and Rob ert Young is opposite her. Una Merkel will have a featured part.

ALLIED MEET SET

Myers and Steffes to Attend Convention

Milwaukee — The Allied Independent Theatre Owners of Wisconsin are scheduled to meet at the Hotel Wisconsin, October 10 and 11.

The two-day session will be presided over by Frank J. McWilliams, president of the organization. Speakers will include Al Steffes and Abraham F. Myers.

NEW BIG 4 DEAL

Fourteen Towns Book New Product

Omaha—Midwest Film Distributors of this city have closed a large volume of Big 4 contracts on westerns and melodramas for the new season.

The points closed include Grand Island and Omaha, Nebraska; East Des Moines, Des Moines, Waterloo, Sioux City, Ottumwa, Muscatine. Marshalltown, Marion, Cedar Rapids and Burlington, Iowa.

Ben Bard to Visit

Ben Bard, well-known player, is coming to the Minnesota, Minneapolis, the week of September 25, with a Fanchon and Marco stage show unit. Two weeks later, starting October 9, his wife, Ruth Roland, erstwhile star of the silent serials, will play the same house with another unit show, "Cosy Corners".

Move Publix Dept

Publix is moving its accounting department for Northwest theatres from Minneapolis to New York in line with economy and centralization plans for the entire circuit. Twenty-two people were employed locally. Only five or six will be retained to handle the local end.

Warners' Venetian Opens

Racine — Warners' Venetian Theatre which has been dark for the past three weeks for renovation and redecoration, reopened September 12 with "Bought". Owen McKivett is manager.

Buys Equipment

J. J. Schultz has purchased new Universal sound equipment and a Simplex projector for his Jordan, Minn., theatre, and installation is now in progress. The house will reopen about October 1.

No Price Cuts

(Continued from page 3)

present scales. The poor pictures would not draw regardless of how low we fixed our prices.

"At Publix theatres we are giving the public more in the way of entertainment than ever before. We have been more than passing along savings in overheads by addnig to our shows."

Similar sentiments were expressed by Ames. At the Twin City RKO Orpheum theatres, he declared, as well as at the Minneapolis Seventh Street and St. Paul President theatres the public is getting the greatest entertainment bargains available anywhere in the United States. Prices at all possible level a year ago, he said. houses were slashed to the lowest

At the start of last summer, Publix reduced prices in a number of its houses in the Twin cities and over the circuit. The Minnesota, charging a flat 75c after 6:30 p. m., never has reduced and it is doing the biggest business in its history and showing a very fine profit every week as a result of better pictures and bigger shows.

Debate on Adv.

(Continued from page 3)

have capable assistants under him at the individual theatres."

And On the Other Hand

But Chambers takes a different slant on the matter.

"The success or failure of a theatre depends to a considerable degree upon the showmanship manifested by the person in its direct charge. This showmanship is displayed to a large extent in the exploitation and advertising. The manager being the person directly responsible for the success or failure of his theatre, the responsibility for exploitation and advertising should rest on his shoulders. It should devolve upon him to map out and direct campaigns, but he, of course, should have capable assistants to help him carry out his ideas. Under this system, a manager is what the term implies, not a mere figurehead. He is made to feel his importance. There is an opportunity for him to display his ability and to advance in his profession. He has an incentive to work. No person is capable of managing a theatre unless he understands advertising and exploitation. They are integral parts of the managerial duties."

RKO SELLS 100%

Radio Product Booked by Central Circuit

Des Moines — RKO-Radio Pictures have closed a deal for their 1931-32 product with the Central States Circuit served by the Des Moines office, according to an announcement by Charles Rosenzweig, vice-president in charge of distribution.

Towns to be served in this 100 per cent deal are Ames, Clinton, Albia, Centerville, Fort Dodge, Oelwein and Chariton. Manager McCarthy acted for RKO-Radio with the assistance of Lou Kutinsky, home office representative. Harry Weinberg acted for Central States.

The Good Ones Draw

(Continued from page 3)

Business," it is, indeed, happy days, not only for Publix, but for all exhibitors in the territory.

Exhibitors need not fear the depression and the general hard times if they can continue to obtain such product. This is being demonstrated every day. Most of the above pictures already have been shown in the Minneapolis loop under conditions anything but propitious. In spite of hot weather, rain and the pessimistic atmosphere now prevailing, every one of them did a corking business.

Naturally, exhibitors are concerned about unemployment and low agricultural prices which spell curtailed buying power. But somehow or other, most of the public, we believe, will continue to have plenty of money to spend on first-rate entertainment and will keep on going to see the pictures they really want to see, if only to forget their troubles. There is plenty of money in the savings' banks —more, perhaps, than ever before.

We agree with Eddie Ruben, division manager for Publix in Minneapolis, who declares that outstanding pictures are depression proof. The exhibitor's principal concern should be over-product. Let him hope and pray that the quality to be released during the ensuing months will be up to the standard of the pictures mentioned in this editorial. And the list given here is by no means complete.

THE PUBLISHER'S PAGE

Admission Cutting Is Bad Business

COMMODITY prices are coming down and exhibitors may take this as their cue to lower their admission prices. They should think twice before taking such a step. We've warned about the danger of it before and it stands repeating. Don't do it unless you see a definite increase in gross and net and unless you are absolutely sure of the results. There are many instances over the country where sharp reductions in admission scales have boomed business temporarily and then receipts fell to ruinous depths.

IN certain key cities downtown houses have made very deep admission cuts. This action may cause suburban exhibitors and others in nearby communities to think they must follow such a course. But, unless operating costs can be reduced proportionately and a definite gain be visibly seen, it's an unwise move.

COMMODITY prices can be reduced because raw material, manufacturing and distributing costs have been reduced. In the operation of theatres, however, film rentals have risen since the advent of sound, booth operation cost has been doubled, where two men are required, acoustics improvements have cost money, and houses have generally been improved in atmosphere and in comfort so that the public is getting much more for its picture dollar today than it ever before received. A pound of coffee still weighs a pound and a shirt still takes only so much goods to make. With the raw material and other costs coming down the public is entitled to lower costs of such commodities. But, had those costs remained up, the price would remain up. In this business there is no substanial reason for a price reduction unless the price being charged was set too high at the beginning.

ANOTHER way to view the situation is this: With parking a big problem with downtown houses and with many of these houses having operated with orchestras, stage shows and other costly items that have and can be eliminated, a price cut is feasible and a steady gross boost highly possible. With the smaller houses such reductions or even proportionate reductions are not possible. In practically every part of the country the neighborhood houses have been at an advantage because the parking problem did not bother them and, because of this advantage have been taking business away from the downtown houses. The neighborhood house can today give the same entertainment, the same quality throughout, that the downtown house gives, whereas this was not true four or five years ago. The neighborhood houses do not have to reduce prices, unless they have been set too high for the neighborhood originally. Think twice before you cut once. And don't cut unless you can definitely profit as the result.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4701 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office: 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill., MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; New ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Score Charges Excoriated

By Vincent at Philly Meet; Says Sky-High Percentages Must Come Down.

Philadelphia—Score charges are on their way to oblivion and "Sky-high" percentages are headed toward level ground, Walter Vincent, chairman of the National Protest Meeting, told approximately 200 exhibitors attending the annual convention of the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware.

Vincent stated that his committee had reached no tangible conclusion as yet with Felix Feist on modification of M-G-M's percentage selling plan, although he praised Feist for his co-operation. He foresaw a satisfactory adjustment by winter in general percentage selling.

Other Companies Hit

Paramount was attacked on two counts: "The Smiling Lieutenant" and "Huckleberry Finn," which exhibitors claim should have gone to them on the 1930-31 schedule, as they alleged was promised by Paramount. Hints indicated that the unit might test its legal rights in the matter.

Jay Emanuel, exhibitor-publisher, went on record as opposed to United Artists' 50-50 demanded split on "Palmy Days" bookings.

George Klein of the National Klein Poster Company, termed plans of Paramount and Fox to sell posters directly to exhibitors as an effort to eliminate poster exchanges, and sought to secure the unit's support against the practice.

David Barrist attacked what he described as Hollywood's excessive expenditures.

O'Toole Praises Films

Emphasizing the screen's superiority of expression over other mediums, M. J. O'Toole, secretary of the M. P. T. O. A., told the convention that of the three—the radio, screen and press — the screen is being assigned a higher and more secure place through the force of the American public.

He said: "I see the dawning of a new and better day for the theatre owner. No matter what position some within the industry may assign him, the fact is that the American public is giving him a higher and more secure place. This is due to the natural law of adjustment placing its values on mediums of expressions."

GOOD FILMS PREDOMINATE

Five Organizations and Many Newspapers Express Faith in Pictures; Batting Average High.

Certain very definite indications that the moral trend of motion pictures is on the upgrade are seen by the General Federation of Women's Clubs, according to the September report of that organization in its Motion Picture Review.

A survey of the reports of public groups previewing feature pictures from January 1 to September 1, 1931, shows that 81 per cent of the feature pictures and 68 per cent of the short subjects were recommended by one or more of five nationally-important groups.

Batting Average High

Of 248 features reviewed, 202 were recommended. Of these recommended, 116 were designated for family audience, 61 of which were especially recommended as suitable for children between the ages of 8 and 12 years, 86 were rated for adult audiences.

Of the 460 shorts reviewed, 316 were recommended, 293 for the family and 23 for adult audiences. Of the pictures, both features and shorts, that were not recommended, many were ignored because they were not meritorious, of mediocre quality or below ethical standards.

Good Films Lead

Last July the Motion Picture Review of the Federation stated that "it must be that good pictures are on the increase for we found an average of almost 20

(Continued on page 18)

Woodhull To Ad Co.

Former Exhibitor Head Appointed Vice-President Theatre Advertisers Company.

New York—R. F. (Pete) Woodhull, former M.P.T.O.A. head and vice-president of General Talking Pictures Corp., has been appointed vice-president of United Theatre Advertisers, Inc., according to announcement by President Walter J. Stein.

Woodhull, for the past twenty-five years actively connected with the exhibition branch of film business, made the following statement regarding his appointment:

"The motion picture industry has it well within its grasp to lead the country back to normal conditions. This is generally accepted as a fact. Certain elements stand out in this job or duty which we must accept. Producers must and will make good pictures. Theatre owners must guard zealously the environment in which they are presented.

"However, the best picture show under perfect conditions means little or nothing if not vividly and properly brought to the attention of the public. Hence the importance of the exploitation element in this big job. I am therefore happy to help in developing individuality in newspaper campaigns to bring needed nourishment to the box-office through which all future prosperity must flow."

HI-LITES IN THE WEEK'S NEWS

Hollywood—An employer is the sole judge as to whether an employee's work is satisfactory, Judge McLudas of Superior court has ruled. Opinion was given in suit of a sound technician against M-G-M for $1,000 allegedly due him under a contract terminated by the company before expiration date.

Hollywood—Carlisle Jones, former studio publicity director at Columbia, has joined the Warner-First National publicity department under George Thomas, new publicity director.

New York—One thousand theatres in the state have been found not observing the "day of rest" law which went into effect September 1. The law requires that operators be given one day off each week.

Hollywood — A code of ethics governing relations between writers and producers is to be drawn up and submitted to the Academy for approval. Irving Thalberg introduced the resolution.

New York—Official announcement that Ruth Chatterton will go from Paramount to Warner Bros. on November 1 came from the Warner office here last week. The contract is for an indefinite number of years.

New York—A television-created "theatre for the home" will be an established fact within one year, David Sarnoff told visitors to the Radio-Electrical World's Fair at Madison Square Garden. "Just as the shackles of silence were struck from the screen, so will the veil be lifted from broadcasting," he stated.

Stanwyck Back on Lot

Hollywood—All differences between Barbara Stanwyck and Columbia Pictures Corp., having been adjusted in a manner highly satisfactory to both parties, the star of "The Miracle Woman" has returned to the Columbia lot and will soon begin work on her next big feature, tentatively titled "Forbidden".

Wage Equalization Urged by Showmen

New York — Re-adjustment of wages to theatre employees is in order, according to a report that holds many exhibitors who are preparing to ask the American Federation of Labor to confer with them in the matter.

Many showmen feel there is too great a difference in salaries being paid to operators and other house employees, with the former group getting three times as much money as the latter. Efforts to revise employees' salaries to "effect a fair standard of compensation" for all workers are being discussed.

Operator officials have made no statements on the subject or its plans. Opposition from the operators is expected, but exhibitor leaders believe they can convince the American Federation of Labor that the suggestions contain merit.

ERPI-Steffes Suit Under Advisement

Judge Clyde R. White in municipal court, Minneapolis, has taken under advisement the case of Electrical Research Products against the Peoples Theatre Co. of which W. A. Steffes, general manager of Northwest Allied States, is head.

The suit involves $432.02 which Electrical Research Products claims is due to it on sound equipment leased to the New Logan Theatre, formerly the Paradise, Minneapolis.

When Steffes ran behind in his payments, Electrical Research Products removed the equipment from the theatre.

S. P. Halpern, attorney for Steffes, raised the issue as to whether sound equipment is leased, as claimed by ERPI, or sold under a conditional sales contract, which he contended.

Halpern argued that the conditional sales agreement had been violated when ERPI sealed the equipment and that once this occurred there was no obligation on the part of Steffes to pay the accrued payments, the act cancelling the contract.

TAD'S HISTORY

Young Screen Star Born at Omaha

Omaha — Many stories have come out of Hollywood about little Tad Alexander, the nine-year-old film discovery who is playing with Will Rogers in the latter's starring picture for Fox, "Ambassador Bill". The following is the real story:

Tad was born in Omaha, Nebraska, and has lived most of his life in Oakland, California. Tad and his mother moved to Hollywood hoping for a chance to work on the screen. The little boy had appeared in an amateur play, "The Birth of Man," in Oakland, and his success led his mother to try to get him into the movies.

Casting directors at the studios gave them little encouragement and finally they turned to the stage. It was after Tad's success in "Tomorrow and Tomorrow," in Los Angeles, that the studios became interested in him.

The child dances, sings, plays the piano, is an accomplished violinist, has a keen interest in what his teachers tell him of astronomy and has written a little play although even his best friends won't tell him that it will never see the footlights. The pride of his life is that he writes equally well with either hand and that Will Rogers is his friend.

OPERADIO DEALERS

Four Firms Distributing Sound Equipment

The following well-known firms have been appointed as distributors in this territory for the Operadio sound-on-film amplifier and the complete line of Operadio theatre sound equipment:

Northern Theatres Supply Co.; A. L. Huston, Minneapolis, Minn.; American Theatre Supply Co., Sioux Falls, S. D.; McCarthy Theatre Supply Co., Fargo, N. D.

Venetian Opened

Racine—The Venetian Theatre here reopened recently after being closed for three weeks for renovations. The house is operated by Warner Bros., and managed by Owen McKivett.

Open Radio Theatre

The Radio Theatre, new St. Paul uptown house, opened September 23, with Joe E. Brown in "Broad Minded." RCA sound equipment was installed.

Big Thurston Campaign

A former Publix usher is given credit by Martin Kelly, head of Publix Twin City advertising and exploitation, for putting over the biggest and most effective campaign the Minnesota Theatre, Minneapolis, ever has had.

The man is C. C. Duffus, assistant to Cliff Gill at the Minnesota. The campaign was in connection with the engagement of Thurston, the Magician, at the Minnesota last week.

Incidentally, Thurston played to one of the biggest week's business in the theatre's history. On Saturday afternoon, following a huge Friday opening, there were twice as many people in the theatre, including the lobby and outside standouts, as for Paul Whitman and his orchestra at the corresponding time during the latter's engagement. At 1 p. m., Sunday, 5,500 admissions had been sold. The theatre seats only 4,200.

Until a short time ago Duffus was an usher at the Paramount Theatre, St. Paul. Then Don Alexander, head of exploitation there, made him his assistant. Duffus showed real talent in his new position and soon was promoted to his present assignment at the Minnesota a few weeks ago. His adeptness led Gill to put him in charge of the Thurston exploitation.

For Thurston, Duffus got more newspaper stories than any Minnesota attraction ever has had. Many of the yarns landed on the front pages and nearly all were accompanied by effective art.

Duffus induced one of the newspapers to send a reporter to act as one of Thurston's assistants at one performance, having a rod run through his body, etc. The reporter wrote of his experiences and reactions and the story was played up big.

Another Minneapolis newspaper is conducting a handwriting analysis contest. The expert analyzed Thurston's handwriting and wrote a lengthy story on it. A tie-up with a grain elevator scandal resulted in a large newspaper picture of Thurston and the state senator conducting the investigation. It is alleged the grain elevator sold the government 720,000 bushels of grade 3 wheat for grade 1. Cut lines read: "Thurston believes grain deal greatest trick pulled on the federal government since prohibition."

Duffus capitalized on Thurston's card-throwing ability by tieing in with one of the newspapers for a front page feature yarn about the magician throwing 1,000 cards off the top of the city's largest office building. One hundred of the cards were good for admissions to the theatre.

The town fairly was plastered with paper. So was the surrounding territory. It was one of the biggest billings ever given an attraction in Minneapolis. All Publix theatres in the territory advertised the engagement on their screens. The radio also was utilized extensively. Thurston going on WCCO no less than four times himself.

Eastwood Adds Stock

Madison—The Eastwood Theatre, local neighborhood house, is featuring a stock company in addition to its regular photoplay policy. The Mack Bybee Players, consisting of a company of twelve persons, is offering two changes of program each week at the theatre.

Orlove to Detroit

Milwaukee — Louis Orlove has resigned as manager of Fox-Midwesco's Uptown Theatre, local neighborhood house, to join Paramount-Publix in Detroit. Orlove had been connected with Fox in this territory for more than thirteen years.

Ruben in Praise of New Season Product

Eddie Ruben, divisional director for Publix Northwest theatres, is not downhearted despite the low grain prices, unemployment and generally depressed business in the territory. He feels that, due to exceptionally strong product, the outlook for Publix theatres is the best in some time.

Ruben let loose his optimism at a luncheon meeting of all Twin City theatre managers and executives. The meeting followed a tour of the entire division by Ruben and a group of Publix executives.

"We are getting the best product that we ever had," declared Ruben. "And it is being demonstrated that outstanding pictures are depression-proof."

He said he had made it clear to out-of-town managers during his tour that it was up to them to go out and cash in on the product the same as Twin City loop houses have been cashing in. Twin City suburban theatres also are expected to "burn things up" at the box offices during ensuing weeks, he said. Attention was called to the enormous grosses pulled at the Minnesota, State and St. Paul Paramount by recently released product which now is to become available for Twin City neighborhood and out-of-town theatres.

"I am very encouraged by what I found," said Ruben. "The spirit of the managers is fine, despite generally adverse conditions. What makes them so hopeful and even confident is the quality of the product which they are now going to get. In the last analysis, they state, that is what counts, primarily."

Ruben was accompanied on the tour by Theodore Hays, in charge of personal relations; Nat Wolfe, head of the booking department; Charles Perrine of the Minneapolis executive offices, and Don Chambers, in charge of out-of-town advertising and exploitation.

Regional meetings were held at Fargo, Duluth and Sioux Falls. Managers from all the surrounding towns attended these meetings.

The new season is being launched with a "Happy Days Are Here Again" week September 21 to October 3. "Happy Days," it is impressed on the managers, because of the strong product.

Increase Attendance

Wins Kids on Sight!

Full Description of $3 Retail Value 3-Wheel Safety Scooter

Of very newest speed design, built of first quality steel to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The

Steel Stamping

Company

Factory, Lorain, Ohio

With the Tried and Proven

Scooter-Nite

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ____________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered) ________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ____________________________ by__________________Mgr.

Town _______________________________ State _____________

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.__________________________

☐ **Check here, if trailer is desired, and send $3.00 deposit which will be refunded on return of trailer.**

PAGA

The Stage Succ

EVELYN BRENT
CONRAD NAGEL
CHARLES BICKFORD
ROLAND YOUNG
WILLIAM FARNUM
LUCILLE GLEASON

A SURE-SHOT BOX-O
IN A HIGH POWERED

Screen play by Benjamin Glazer from th
A JOHN FRANCIS DILLON Produc

Another Great Hit from

AN LADY

ess is a *Screen Achievement!*

FFICE CAST . . .

MONEY GETTER!

stage play by William DuBois.

ion. Produced by H. D. Edwards.

Dependable Columbia!

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

JESSE L. LASKY, first vice-president in charge of production for Paramount Publix, has returned to his New York office after a two-month stay in the city of celluloid.

Commenting on the picture business situation, he said: "Executives realize today that the structure of the industry is so interwoven and so interdependent that the success of one helps the success of all. Where once a successful picture aroused instant jealousy, today it is honestly applauded. When a good film goes forth from Hollywood there is the knowledge throughout all the studios that everyone will benefit.

"In the season that is just now starting, I look for the greatest picture entertainment from all the companies that we ever have had in a single season, **because all of Hollywood has learned the lessons it needed to learn,**" the executive added.

* * *

Boris Ingster has been working on a Russian story for M-G-M. According to tentative plans, Clark Gable and Wallace Beery are being considered for feature roles. "The Soviet" is the working title. It is probable that King Vidor will be handed the directorial assignment.

* * *

Tom Terris is starting a new series of pictures called Golden West Productions. The first one is "Ghost Cities of the Golden West." This adds another producer of Ghost Town novelty shorts to the independent field.

* * *

Latest additions to the cast of "Husband's Holiday" which Robert Milton is directing for Paramount, include Charlie Ruggles and Leni Stengel. Clive Brook and Vivian Osborn have the leads.

* * *

Marlene Dietrich has signed a new long-term contract with Paramount. Her signature was placed on the dotted line of the new document seven months previous to the expiration of her first contract with this studio. It will not go into effect until April, 1932.

Harry F. Reynolds, credited with remarkable technical work on "Hell's Angels," and H. Houston, inventor and mechanical engineer, have joined with Roy J. Pomeroy as associates in the newly formed Motion Picture Technical Institute. The institute was recently established by Pomeroy to serve the studios in technical problems.

* * *

Lewis Physioc, who is credited with photographing the first talking picture, a one-reel tabloid version of "The Master Mind," is shooting the "Torchy" series, produced by C. C. Burr and featuring Ray Cooke and Dorothy Dix for Educational release. "Because of the tempo of comedies, much responsibility rests with the cameraman," C. C. Burr states.

"I engaged Physioc to photograph these comedies because his comprehensive knowledge of the subject of photography enables him to display much versatility in the way of camera shots and angles," he concluded.

* * *

Phil Rosen, vet dramatic director, is over on the Allied lot directing Hoot Gibson's "The Gay Buckaroo," fourth of his series of Western specials for M. H. Hoffman, Jr. Rosen will be remembered for his silent successes, "Life of Abraham Lincoln" and "The Eagle" with Valentino.

* * *

Director Paul Bern did a little block booking for the opening of Dickson Morgan's production of "Precedent" at the Music Box Theatre. His order called for the reservation of 100 seats.

* * *

Walter De Leon who co-authored an original for Bebe Daniels and one for Dot Mackaill, is writing "Union Depot" into screen form for Douglas Fairbanks, Jr., at Warners-First National.

* * *

A new policy of 25-cent admissions for both matinee and evening performances is now in effect at the Studio Theatre, a Hughes-Franklin 303-seater at Hollywood Boulevard and Hudson Avenue.

Evelyn Knapp is reported recovering from spinal injuries she received in a fall early this summer. She is slated to play with William Powell in "The Man in the Case," and expects to be back on the Warner lot October 1.

* * *

With the assignment of Hugh Herbert, RKO-Radio Pictures character comedian, to the cast of Hope Williams' forthcoming starring vehicle the three principal roles are filled. Joel McCrea previously was assigned the romantic lead opposite the star. Herbert, who is classed as one of the most versatile men in Hollywood, enjoys a contract calling for his services as actor, director and writer.

* * *

Dorothy Lee is back on the RKO-Radio Pictures lot following a month's vacation. She is supporting Bert Wheeler and Robert Woolsey in "Peach O'Reno." Miss Lee brought back a new coat of tan as well as several trunks of new duds.

* * *

Webb-Douglas Productions are starting work on a ten-episode serial entitled "The Sign of the Wolf." "King," a police dog, is featured. The cast includes Rex Lease, Virginia Brown Faire, Al Ferguson, Robert Walker, Jack Mower, Josephine Hill, Edmund Cobb, Joe Bonomo and and Billy O'Brien. Bennett Cohen and Harry Webb are so-directing. Location scenes are being shot at Placerita Canyon.

* * *

Fox has bought the screen rights to "Widow's Might," McCall's magazine story written by Reita Lambert. It is scheduled for October production. Irving Cummings is slated to direct. None of the cast yet selected.

* * *

Little Freckle-faced Tommy Conlon and Harry Watson are the latest additions to the cast of "Flying High," at M-G-M. Tommy recently finished the boy role in "Over the Hill" for Fox.

WE MEET

CHARLES A. POST

"I came here from Salt Lake City in 1917 with $40 and an unlimited store of ambition," said Charles A. Post, Monogram Pictures production manager, as we relaxed in soft seats at the Masquers Club. "After three months in Hollywood I retained the ambition." That's characteristic of the genial, humorous Post.

I learned that his first big opportunity was a minor role in Mary Pickford's "M'Liss." Critics of the day enthused over his performance in the picture and Hollywood began to recognize him. Later, a role with Virginia Valli and Frank Mayo in "Wild Oranges" which is still remembered in Hollywood, assured him his niche in the celluloid world.

He spoke of the splendid reception accorded Monogram's melodramas and westerns so far released, and the high ambitions for the remainder of the program. He talked of Tom Tyler, Bob Steele, Bill Cody and little Andy Shuford, but very little of Charles A. Post. He preferred to talk about Monogram, W. Ray Johnston and Trem Carr, and the great things they are doing with a combination of more than 30 independent exchanges. Post is all Monogram—it's a guiding star to his complete subservience.

His normal working schedule is twelve to sixteen hours a day. He has taken one vacation in four years. He left the studio Thursday evening and was back on the job Monday morning. And he took three scripts with him.

His guiding hand may be seen in "In the Line of Duty," with Sue Carol, Noah Beery, James Murray and Francis MacDonald. Much of the credit for the unfaltering production schedules observed on "Oklahoma Jim" with Bill Cody, and "The Man From Death Valley," with Tom Tyler, must be laid on his shoulders.

Physically, Post is big enough to bear the grief of a dozen studios. Six feet six inches in height and weighs a mere 275 pounds! One of those men you prefer to be friendly with.

KINE-QUIPMENT

Photo-Electric Cell is Outdoor Light Control

A new outdoor-type Novalux photo-electric controller has been announced by the General Electric Company. This unit responds to the increase and decrease in daylight intensity and is designed to control street lighting circuits, floodlight installations, electric signs, in fact any type of outdoor lighting equipment.

The new controller consists of a weather-proof case enclosing a light-sensitive photo-electric "eye," a vacuum tube, contactors and time delay relays. A change in the intensity of the average daylight around the photo-electric tube is picked up by the tube which controls the grid of the amplifying vacuum tube. The photo-electric tube by controlling the grid of the vacuum tube thus indirectly actuates the main contactor.

Thermal time delay relays are provided to prevent instantaneous operation in response to the passage of a cloud over the sun, a flash of lighting, a person walking in front of the unit, etc. Operation is positive in that the main contactor will not "flutter" at the critical light intensity.

Elwell Joins Arcturus

Robert C. Elwell, prominent in radio sales promotion fields, has joined the sales staff of the Arcturus Radio Tube Company, Newark, N. Y. In his new connection Elwell will have a wide range of activity in promoting the sale of Arcturus Blue Tubes and in presenting new merchandising ideas developed around the Arcturus Test Board.

India Orders RCA

RCA Photophone has received orders for ten complete units of equipment from Madan Theatres, Ltd., and Alex Hague, authorized distributors for Photophone in Bombay, India, and to these most recent orders may be added seventy-four units which have been installed in theatres in various secions of India during the past eight months.

NEW RCA PORTABLE

Newest Unit Employs 35 m.m. Film

Large scale manufacture of an entirely new portable sound reproducing unit has been started by RCA Photophone.

The entire outfit comprises a projection machine, an amplifier, a loud speaker and a carry-case for film which have an aggregate weight of slightly over 200 pounds. The equipment is A.C.-operated from an outlet of 105 to 125 volts, either 50 or 60 cycle, single phase power source.

The projector is designed to accommodate a 1,000-foot standard reel, a standard series I theatre projection lens with limits of focal lengths of 3¾ inches to 8 inches, a one-thousand watt, 110 volt, prefocused base projection lamp, a 10 volt, 7½ ampere exciter lamp and a UX 868 photo-electric cell.

Standard 35 mm. film is used and a picture about 8 x 10 feet in dimensions is obtained upon the screen from a throw of 75 feet, the company declares.

ERPI Reassigns Two

Appointment of E. S. Gregg as general manager of the eastern division and of H. W. Dodge as general manager of the central division has been announced by Electrical Research Products. Gregg recently returned from England where he served as manager for two years as managing director of Western Electric Co., Ltd., in Great Britain and European manager for ERPI on the Continent. Dodge has been sales manager of the central division for several months and before that was merchandising manager in New York.

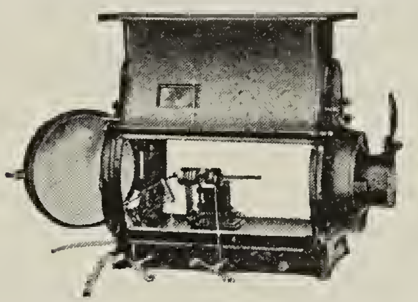
New Moving Sign

A moving sign known as "Claude-O-Graph" and having a neon effect, that is said to produce a message of approximately 35 words traveling at readable speed, repeating every 30 seconds, is being marketed by the Silent Broadcaster Co., of New York City. It comes in small and large sizes.

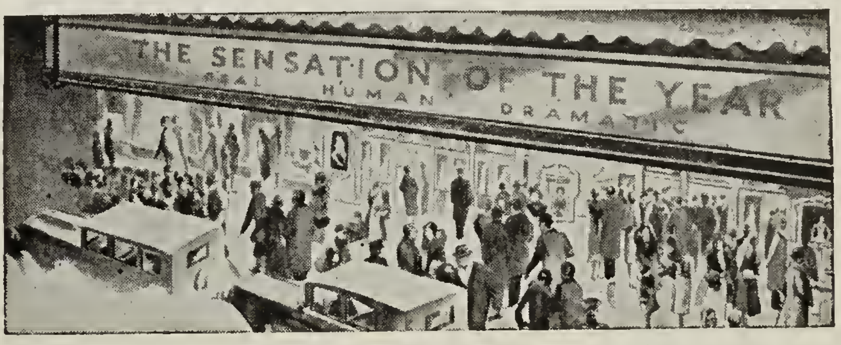
There's No Screen Too Large for a Strong Lamp

LIGHT

STRONG
High Intensity Automatic Reflector Arc Lamps
MECHANICAL SIMPLICITY
ACCURACY - RELIABILITY



For Sale by Independent Supply Dealers.
The Strong Electric Corporation
2501 LAGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York City, N. Y.



THE SENSATION OF THE YEAR
REAL HUMAN DRAMATIC

RESEAT FOR BIGGER PATRONAGE

The advisability of taking out old chairs and reseating with new American Seating Company chairs is backed by common sense facts and profit making figures.

Comfortable "American" chairs attract patrons—leave them favorably impressed with your show . . . bring them back when pleasure bent.

New chairs . . . "American" chairs, assist in removing the causes of faulty reception. Their sound absorption qualities aid in eliminating reverberation, echo, scratching noises and indistinct projection.

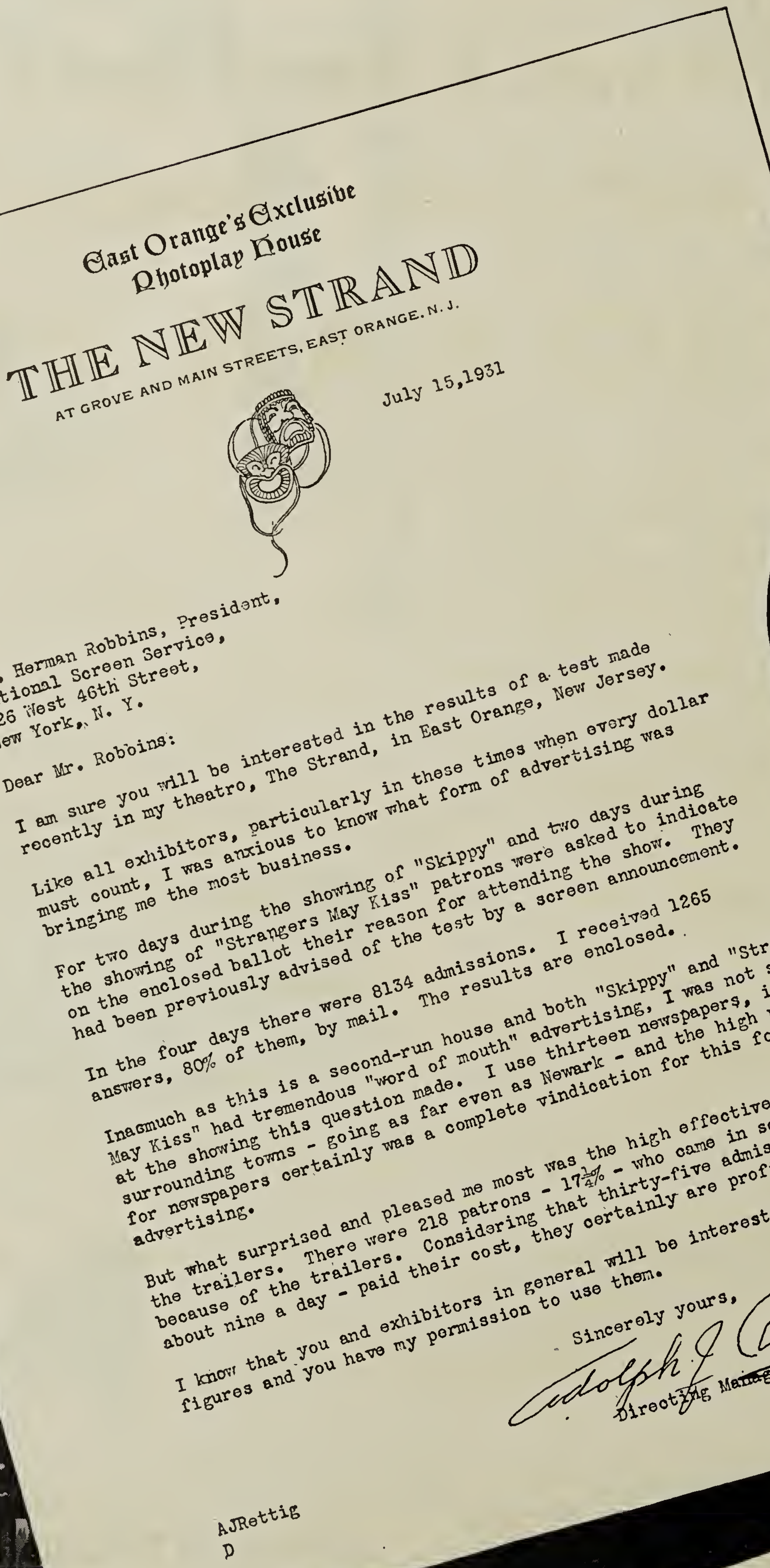
Beyond this, new chairs—with their colorful coverings and standards, add a freshness and newness to your interior that is certain to appeal to patrons.

Let us analyze your seating problem and submit suggestions and prices. An interesting Booklet, "Acoustics and its Relation to Seating" will be sent free, upon request.

American Seating Company
Makers of Fine Seating for Churches, Schools and Theatres
General Offices: Grand Rapids, Michigan.
Branches in all Principal Cities.

Trailers Sell

READ THIS LETTER!



East Orange's Exclusive
Photoplay House
THE NEW STRAND
AT GROVE AND MAIN STREETS, EAST ORANGE, N. J.
PHONE ORANGE 460
461
462

July 15,1931

Mr. Herman Robbins, President,
National Screen Service,
126 West 46th Street,
New York, N. Y.

Dear Mr. Robbins:

I am sure you will be interested in the results of a test made recently in my theatro, The Strand, in East Orange, New Jersey.

Like all exhibitors, particularly in these times when every dollar must count, I was anxious to know what form of advertising was bringing me the most business.

For two days during the showing of "Skippy" and two days during the showing of "Strangers May Kiss" patrons were asked to indicate on the enclosed ballot their reason for attending the show. They had been previously advised of the test by a screen announcement.

In the four days there were 8134 admissions. I received 1265 answers, 80% of them, by mail. The results are enclosed.

Inasmuch as this is a second-run house and both "Skippy" and "Strangers May Kiss" had tremendous "word of mouth" advertising, I was not surprised at the showing this question made. I use thirteen newspapers, in surrounding towns - going as far even as Newark - and the high percentage for newspapers certainly was a complete vindication for this form of advertising.

But what surprised and pleased me most was the high effectiveness of the trailers. There were 218 patrons - 17¼% - who came in solely because of the trailers. Considering that thirty-five admissions - about nine a day - paid their cost, they certainly are profitable.

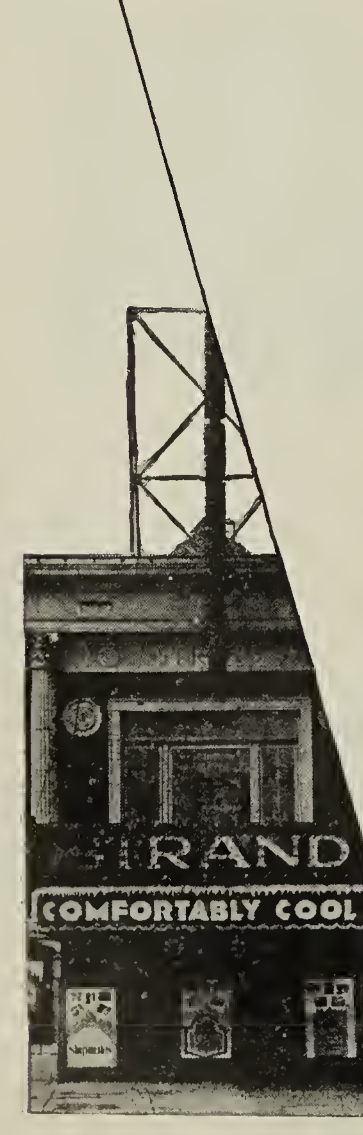
I know that you and exhibitors in general will be interested in these figures and you have my permission to use them.

Sincerely yours,

Adolph J. Rettig
Directing Manager.

AJRettig
D

Adolph Rettig, Mgr. The New Strand



The New Strand, East Orange, N. J., seating 1200

The ballot on which patrons voted

Advertising that brought me to this theatre to see "Skippy" or "Strangers May Kiss" or both was

(*Mark with an X in square or squares*)

☐ NEWSPAPER ADVERTISING
☒ TRAILER ON THE SCREEN
☐ POSTERS
☐ LOBBY DISPLAY
☐ IN THE THEATRE PROGRAM
☐ WAS TOLD BY OTHERS TO SEE THEM
☐ I CAME THRU HABIT

Name W.R.Ryerson
PLEASE SIGN YOUR NAME
Address 24 Mitchell Place
City East Orange

Seats! And How!

RESULTS OF TEST

Newspapers	244	19¼%
Trailer	218	17¼%
Poster	162	12⅘%
Lobby	54	4⅕%
Program	145	11½%
Others Told Me	333	26⅓%
Habit	109	8½%
	1265	99⅚%

Here's how one exhibitor found out—

SO CAN YOU!

"What brought you to this theatre?" Adolph Rettig, Manager of The New Strand, East Orange, N. J., asked 8134 patrons. 1265 told him. 333 said "others told me." 244 said Newspaper Advertising. 218 said "THE TRAILER ON THE SCREEN." And only 9 admissions a day paid the cost of the trailers. *The rest was profit!*

Trailers sell seats—*profitably, economically*. Because they sell pictures WITH PICTURES . . . to amusement-minded audiences. No waste circulation. Your screen is the focal point for all eyes—*your patrons can't help seeing your trailers.*

More than 8000 theatres served!

NATIONAL SCREEN SERVICE

NEW YORK • DALLAS • CHICAGO • LOS ANGELES

"A SERVICE TO FIT EVERY THEATRE'S POCKETBOOK"

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

"Five Star Final" Press Sheet a Winner

THE press sheet put out for First National's production of "Five Star Final" is one of the most complete and comprehensive publications that has been issued from the Warner offices. The press sheet proper consists of 16 pages. In addition there are two inserts, one in pink being a tabloid newspaper which has been made available to exhibitors. The second insert contains the advertising campaign that was put over in New York preceding the showing of the picture at the Winter Garden. All of the ads used in the local papers are reproduced in this insert in the order in which they were printed. Added to all this are excerpts from the reviews of the New York critics on the picture. This type of insert should prove of great value to exhibitors handling the Edward G. Robinson picture as it presents tangible evidence of the things that counted in putting the picture over in New York. In the press sheet proper over 25 newspaper ads of various sizes are displayed and the issue is filled with material calculated to be of benefit to the exhibitor.

Identification Contest Draws

WHEN "Up for Murder" played the Rialto Theatre at Louisville, Ky., Clint Stubblefield, manager, took the Lew Ayres identification contest out of the Universal pressbook and landed it in the Louisville Herald-Post. The contest netted the engagement several extra columns of publicity as well as a two-column cut showing Ayres in poses from his various successes. Several hundred readers entered the test and awards of autographed photos of the star were made to five winners.

Krazy Kat Clubs

THE antics of Krazy Kat, produced by Charles Mintz for Columbia, have become so popular, that exhibitors are forming "Krazy Kat Klubs" for youngsters, to encourage Saturday matinee attendance. These will function along the same lines as the "Mickey Mouse" Clubs.

"Reward" Posters For "Pardon Us"

NOVEL "Reward" cards were included by Mortimer Lewis, manager of the Strand Theatre, Atlantic City, N. J., in exploiting "Pardon Us."

Lewis had two hundred and fifty of these special reward cards distributed in special windows and tacked where they would do the most good. The reward card read as follows: "Reward $5,000.00. These two desperate characters are roaming the countryside with avowed intention of inflicting raucous laughter upon unsuspecting citizens. You are hereby warned that they will be seen at the Strand Theatre in their first full-length picture 'Pardon Us' starting Friday. $5,000.00 worth of real laughs is the reward offered each individual who 'catches' them doing their tomfoolery in the funniest picture of the year."

"Laff Ballotts" For "Politics"

WALTER FLUGEL, manager of the Pekin Theatre, Pekin, Ill., included the use of "laff ballots" in his exploitation of "Politics."

Five thousand of these "Laff Ballotts" were printed and distributed from house to house throughout the city. Each ballot was numbered and persons who received them were instructed to write their names on the reverse side and deposit them in the lobby of the theatre. Each day ten names were drawn from these ballots and the winners' names posted on an election board in the theatre lobby. Free tickets were awarded as prizes.

Special cards, together with a letter from Marie Dressler in which she says: "I'm holding open house for Miners at the Pekin Theatre on Monday night," were mailed to all miners listed on the Glenn-Ott payroll.

Costume Contest Boosts a Western

FRONTIER days were recently reviewed at the Fox Princess Theatre in Cheyenne, Wyoming, in connection with the showing of "A Holy Terror," George O'Brien's western picture.

Manager Mel Todd staged a rodeo costume contest on the stage of the theatre for his patrons.

All registered Frontier Days' performers were invited to contest for the various prizes offered by the theatre and various Cheyenne merchants for the best-costumed and best-mounted top-hands and cowgirls.

More than fifty performers and as many horses were seen on the stage in the colorful "wild west" presentation, which occasioned a capacity audience of enthusiastic patrons.

Plug Song for "Sidewalks of N. Y."

THE song should be used in ballyhooing this picture, if your theatre has an organ or orchestra. The tune, "Sidewalks of New York," should be used in advance and during the showing of the attraction. Also, in the event you are using street musical ballyhoos the song should be plugged heavily.

An obvious tie-up is that with music stores. Arrange for window displays of the song, with appropriate credits for the theatre and picture.

It is perhaps best, due to party prejudices and what-not, to avoid trying to arrange any sort of political exploitation with the title. It is best never to involve the theatre in controversies of this nature.—Last Word.

Skating Contest Proves Good Draw

AS a means of arousing a little extra excitement in the neighborhood of the Fox Balboa Theatre in Los Angeles, Manager Gene Austin recently staged a skating contest.

The event lasted over a period of three hours, and the course was arranged so the skaters passed the theatre on every lap.

Three beautiful silver loving cups attracted a record list of entries, and a large crowd of spectators lined the streets in the vicinity of the theatre during the race.

Good Copy!

WHEN "Mother's Millions" played the Riviera Theatre, Binghamton, N. Y., Manager Dave Cohen came out with a two-column newspaper announcement staking his reputation on this picture. Cohen said: "You don't hear me stand out in the street and yell about a picture very often, but I simply don't want our friends and patrons to pass this one up. I saw it screened and I saw it twice again yesterday and that's quite a record for me. It has got to be good when I do that, and I still think that I am something of a judge of a good picture."

Knoxville Warmed By "Life" Campaign

JAMES CARTLEDGE, manager at the Strand Theatre, Knoxville, Tenn., and Andy Sharick, Universal exploitation representative, gave the engagement of "The Mystery of Life" a bang-up send-off. A week in advance of the opening a preview was held for leading editors, lawyers, heads of women's clubs and other prominent local citizens. John Neal, Tennessee lawyer, who brought Clarence Darrow to Dayton for the famous Scope's trial, offered to debate the question of evolution over the radio. He was unable, however, to find anyone willing to take the side of the Fundamentalists and so talked of his views on the subject for a ten-minute broadcast over Station WROL. A special front was used. Local lawyers and doctors were reached through a telephone campaign.

Free Air Trips

FREE airplane rides to patrons of the Fox Lincoln Theatre in Cheyenne, Wyoming, were the result of a tie-up made by Manager William Fairchild. The arrangement was made with the Cheyenne Air Service, and the free rides were awarded patrons holding the lucky tickets at a Saturday night show.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Street Scene

United Artists—80 Minutes

Cast: Sylvia Sidney, William Collier, Jr., Estelle Taylor, Russell Hopton, Max Montor, David Landau, Louis Natheaux, Greta Grandstedt, Beulah Bondi, T. H. Manning, Mathew McHugh, Adele Watson, John M. Qualen, Anna Kostant, Nora Cevil, Lambert Rogers, Allan Fox. Directed by King Vidor.

The Elmer Rice stage success which won the Pulitzer prize is brought to the screen with an excellent cast and ably directed by King Vidor.

This story, which is a close-up of life in a New York tenement block, is packed with pathos and human interest. The story is just a simple parade of characters and ends with the murder of Sylvia Sidney's mother and her lover by the jealous father. Sylvia then renounces the boy she loves so that she will not interfere with his career. This should go big with any audience and in any locality as it is a true portrayal of life as it really is found in the city. Direction and camera work of the highest calibre.

SELLING SEATS: Play up the Pultizer Prize Play angle in advertising. Sell Sylvia Sidney big and bring out that most of the original cast from the stage success are in the picture version.

———o———

Bad Company

RKO-Pathe—78 Minutes

Cast: Helen Twelvetrees, Ricardo Cortez, John Garrick, Arthur Stone, Kenneth Thomson, William B. Mong, Frank McHugh, Emma Dunn, Frank Conroy, Paul Hurst, Ed Kennedy. Directed by Tay Garnett.

Although another gangster picture, "Bad Company" is absorbing enough to hold anyone's interest. It has everything to make it a worthwhile production—cast, story, direction and photography. There is plenty of excitement going on all the time, spiced with humorous situations at the proper time.

Helen Twelvetrees is well cast as the heroine who is unaware of her brother's occupation as a gangster leader. Her husband (Garrick) is also a gangster. Cortez, the gangster's boss, falls in love with Helen and frames Garrick by sending him in his place, to a death trap. Only seriously injured Garrick and his men go after Cortez. The rest of the picture is mostly gang warfare.

Cortez's performance is superb. He fits the part of a tough gangster to a T. Garrick is good, as are the remainder of the cast.

SELLING SEATS: Play up the story and the cast, but don't overdo the gangster element. Give Cortez a break on his excellent performance. Arouse interest among the school children by conducting an essay contest on "What It Means to Associate with Bad Company."

———o———

Side Show

Warner Brothers—69 Minutes

Cast: Winnie Lightner, Charles Butterworth, Guy Kibbee, Donald Cook, Evalyn Knapp, Luis Alberni, Edward Morgan, Tom Ricketts, Mathew Betz, Louise Carver, Otto Hoffman, Ann Magruder, Lucile Ward. Directed by Roy Del Ruth.

This story of circus life should appeal to the popular crowd with Winnie Lightner cast as the hard working utility girl who substitutes at a moment's notice for any of the acts which cannot appear. She is in love with the barker (Donald Cook) who transfers his affections to her kid sister (Evalyn Knapp) when she visits the show on her vacation. After nearly causing a couple of tragedies everything is straightened out and Winnie and Donald clinch at the finale. Chas. Butterworth injects his usual droll comedy throughout and adds greatly to the entertainment value. The direction by Roy Del Ruth is top notch and he has not missed a single possibility in the action.

SELLING SEATS: Dress up the lobby like a circus entrance. Get a calliope to parade the streets. Use circus style billing for outdoor advertising and plenty of it. Have an outdoor free attraction in front of theatre twice daily.

———o———

Pagan Lady

Columbia—77 Minutes

Cast: Evelyn Brent, Conrad Nagel, Charles Bickford, Roland Young, William Farnum, Lucille Gleason, Leslie Fenton, Gwen Lee, Wallace MacDonald. Directed by John Francis Dillon.

This picture smacks of "Rain" in its motif of religious repression and Evelyn Brent is somewhat of the type of Sadie Thompson. Evelyn, a temptress with a wicked past, is a barmaid in a Havana cantina and the mistress of its owner. In comes Dingo Mike (Bickford), tough run-runner, and steals Evelyn from her boss and escapes with her to a Florida seacoast town. Here she meets Conrad Nagel, who is being prepared for missionary work by his uncle, William Farnum. Dingo returns from his rum-running and wants to kill Conrad, relenting only when he learns Conrad wants to do "the right thing." The sweethearts leave for the train. Passing the church, the voice of Conrad's missionary uncle preaching a sermon reaches him. Perceiving that a missionary career is what he really wants, Evelyn gives Conrad up and is taken back by Dingo who learns in the meantime that all she wanted right along was to be married.

SELLING SEATS: Reproduce the Havana bar in your lobby. Get a preacher to call his sermon "Pagan Lady." Tie up with stories on rum-running in local papers. Columbia offers serialization of "Pagan Lady" for newspapers. Bill the leads strong.

———o———

The Star Witness

Warner Bros.—68 Minutes

Cast: Walter Huston, Charles "Chic" Sale, Frances Starr, Grant Mitchell, Sally Blane, Edward Nugent, Ralph Ince, Tom Dugan, Robert Elliott, Noel Madison, Geo. Ernest, Dickie Moore. Directed by William A. Wellman.

Here is a film that gives treatment to a theme that will set folks thinking. It is more than a gangster film, though many of its characters are gangsters. It brings out the "innocent bystander" angle heretofore untouched in this type of picture.

To further coerse the family the gangsters kidnap the father and brutally beat him up, then take the young son and hold him as hostage to prevent any member of the family testifying against the gang leader. The only member that they cannot scare is the old grandfather (Chic Sale) who has a patriotic feeling no doubt inspired somewhat by his fondness for "bitters." It is he who locates the missing Donny (Dickie Moore) and gets the police to raid the gangsters quarters. His testimony sends the gang leader to the chair. This one should prove sure fire in spite of the gangster angle.

SELLING SEATS: Get the local authorities interested for the benefit of law and order. Sell Chic Sale big. Tie up with veteran organizations.

SHORT SUBJECTS

Football Thrills

Columbia—9 Minutes

Here is a timely series of six single-reelers that is very good audience stuff. There is action and interest in each reel with football star names with which the public is familiar. The photography is so expertly done that each play is clearly pictured and the running description is dialogue by Ford Bond, NBC football broadcaster, so vivid and zestful that in parts one feels like cheering with the crowds in the picture. Any audience ought to go for these pictures. To get full advantage of the box office opportunity they offer, exhibitors should not fail to advertise them properly.

Knute Rockne and his famous 1930 Notre Dame team as well as other outstanding college teams are featured in the series. This reviewer is not a football fan yet his interest was intensely held throughout the 54 minutes' running time of the six reels. The fact that these pictures are free from technical terms and are well filled with thrilling action plays plus brilliant descriptive dialogue makes this series highly entertaining.

———o———

Old Lace

Vitaphone—19 Minutes

This number should please. It is excellently produced and gives Ruth Etting a chance to sing several songs in her usual splendid manner. The picture opens with Miss Etting turning down a young suitor in favor of a richer man. Her dressing room attendant, overhearing the conversation, tells Miss Etting the similar story of her life. This is done by a flashback to the "gay nineties," which affords some excellent shots of a beer garden and a singing waiters' quartette.

———o———

Lesson in Love

Paramount—11 Minutes

Helen "Babe" Kane, the famed boop-a-doop girl, gives a lesson or two in love and sings in her usual manner. It is nothing extra, but will satisfy.

National Board Finds Gang Films Harmless

New York—The opinion of a composite group of High School boys and girls tested by the National Board of Review, tends to destroy the contention that gangster pictures are harmful to children. At the height of the gang film controversy the board took a group of young people representing such schools as Xavier College, Horace Mann, Scudder, Fieldson, Dickinson in Jersey City and Rutherford High School, who were shown a group of pictures including "Little Caesar," "City Streets" and "Quick Millions," and then were asked their reactions.

None admitted that he or she had been harmed in any way by any of the films. Answering a question regarding the possible effect of these films upon the members of their families most of them agreed that they would not want their eight-year-old brother or sister to see them. A few would allow the films to be shown to their fourteen-year-old brother or sister. A large percentage thought it would be safe for an eighteen-year-old brother or sister to see them—an equal number thought it would be equally safe for their mothers. Adult brothers and sisters, and fathers, were unanimously immune.

Asked if they thought there was any particular significance in children's liking to play games about gangsters and racketeers, any more than playing Indian, 80 per cent replied in the negative, while the affirmative qualified their answers almost unanimously by the fact that children do not hear so much of Indians now and the gangster just happens to be the type of "bad man" they hear most about.

Lightman Advocates Stars in Minor Roles

New York—Holding out of stars for one, two or three pictures a year is unwise, M. A. Lightman, M. P. T. O. A. president, believes. He recommends the frequent use of important "names" in minor roles as a method of enhancing picture values.

"My thought is that the day should come when a company will cast pictures from all its performers as if it were one big stock company," he said. Lightman believes this system would not only aid in building names of players being groomed as big personalities, but would result in a general improvement in acting through more careful casting.

"If two or three of the biggest names on the roster happened to fit into a picture," Lightman continued, "they should be available rather than held out for individual pictures. The right person in the right part means everything to the picture, even if it is a big name in only a few scenes. If anything will increase a star's popularity, proper casting will do it."

Good Films Lead

(Continued from page 7)

a month". This referred to feature productions. The September issue contains the following editorial comment:

"Anyone who is carefully studying motion pictures these days and not drawing conclusions and generalizing criticisms from one or two pictures, cannot fail to see that a change is taking place. In this month's list of the pictures suggested, six are suitable for the entire family and nine for adults and older adolescents. All are of a high quality and offer entertainment that will interest, amuse and instruct.

"If this continues—and all signs point to it—we believe that a new audience will be found in the theatres, made up of discriminating people who enjoy entertainment that has dramatic value, clean ideas and is, as a whole, in good taste."

Within the past few months at least five nationally - important groups and 31 leading newspapers have expressed the belief that the moral tone of motion pictures is high.

o

Vita. Short Sales Double

New York — Current bookings of Vitaphone shorts are double what they were at this time last year, according to Norman Moray, sales manager of the company. The Bobby Jones golf series is largely responsible for the showing.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

BARGAINS in new and used equipment. Simplex, Powers and Motiograph machines — Reflector Arcs, Rectifiers, Sound Screens. Get our prices before you buy. Queen Feature Service, Inc., Birmingham, Ala. c9-29

SACRIFICE SALE—Powers 6B, 6A and Motiograph projectors, portable projector, G. E. Mazda and mirror lamps, Strong rectifiers and rheostats, Willart camera, tripod and carrying case, standard asbestos booth, high-grade lenses. This equipment is in first-class condition. It will pay you to investigate. My rock-bottom prices. Stephen S. Karkula, 17 Derby St., Jamestown, N. Y. 9-29

RACON Horn and Unit just right for small theatres, perfect condition, a real buy at $69. Public Address Service Co., 2024½ Commerce St., Dallas, Tex.

TWO New Morelite Reflector Arc Lamps with rheostats; cost $350. A bargain at $225. Public Address Service Co., 2024½ Commerce St., Dallas, Tex.

GET RID of those discs! Your opportunity to buy sound-on-film A. C. set to use with present amplifier and speaker at a real saving. Our standard sound-on-film equipment guaranteed to reproduce satisfactorily. Complete cash price $590. Write or call for complete information. Public Address Service Co., 2024½ Commerce St., Dallas, Tex.

THEATRE CHAIRS — Veneer seats and backs. A. K. Company, 11 Winchester Street, Boston, Mass. 9-29

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years). tf

THEATRES FOR SALE

PAYING Theatres for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Building, Chicago. 10-6

THEATRE in town 2,000; two refineries and oil field to support; operating seven days; $750 cash will handle. E. H. Kyser, Allen, Okla. 9-29

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

EQUIPMENT WANTED

HIGHEST CASH PRICES for Simplex mechanisms only or complete Simplex machines, reflector arcs, rectifiers, etc. What have you? Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. ctf

THEATRES WANTED

CAN Sell Your Theatre Quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago. 10-6

WANTED TO LEASE—Theatre in small town; must be good location and reasonable. Address Robert B. Miller, Route 4, Milford, Mich. 9-29

POPCORN

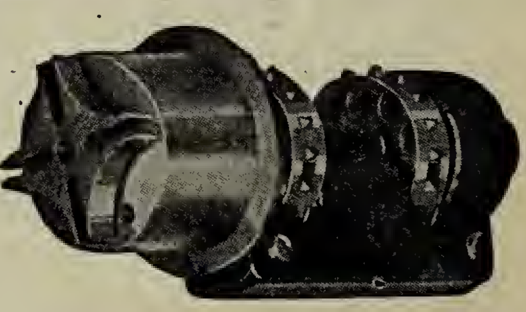
SOUTH AMERICAN VARIETY $12 per hundred pounds; Brazilian Sunburst, $7.50 per hundred; Jap Hulless, $5 per hundred. Popping condition guaranteed. Douglas Co., Box D7631, Kansas City, Mo. 9-29

THEATRICAL PRINTING

1,000 3x8 Advertising Dodgers, $1; 5,000, 2.75, plus postage. Tickets, window cards, cheap, $1.70. King Shopress, Warren, Ill. 9-29

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 235 South Washington, Wichita, Kas. 7-7 (16)



GER-BAR DOUBLE BEARIN MOVEMENT SAVES $100.

Steadier pictures and smoothe running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highl skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pa Investigate this economical way o improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

SHE'LL MAKE YOU LAUGH WITH TEARS IN YOUR EYES!

FROM "CIMARRON'S" SWEEP ANOTHER STEPS TO STARDOM

Remember Mrs. Wyatt, the town gossip of the frontier, who brought down the house every time she walked onto the screen in 'Cimarron'?

Here she is in a heart-fetching story of mother love jammed from first flash to final curtain with the same rich, rollicking, robust comedy! . . .

ALL *New* TECHNICOLOR

EDNA MAY OLIVER

FANNY FOLEY HERSELF

THE CAST

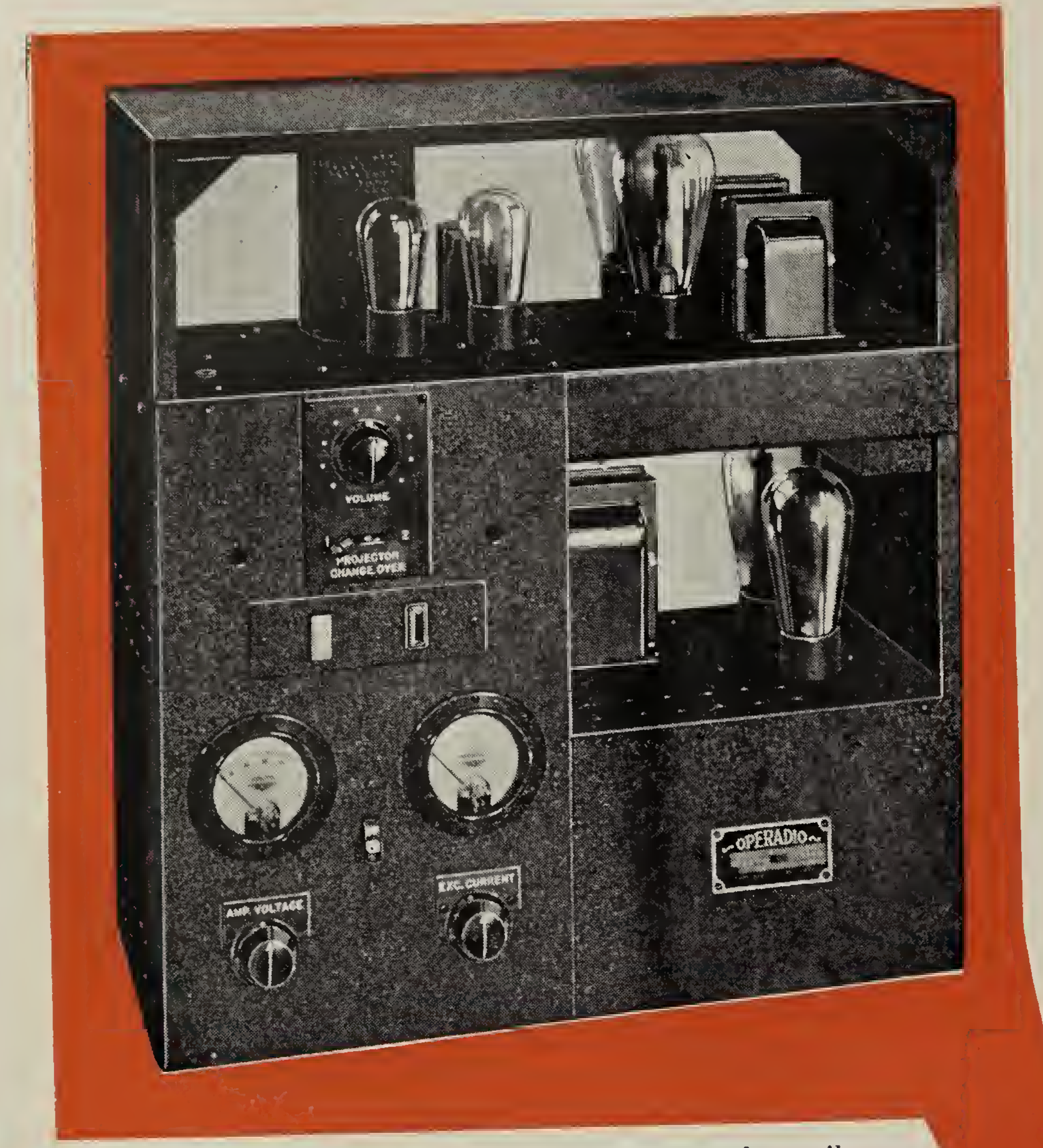
HELEN CHANDLER
HOBART BOSWORTH
ROCHELLE HUDSON
JOHN DARROW

MEL BROWN Production
RKO-RADIO PICTURE

TUNE IN!

"RKO Theatre of the Air"
N.B.C. Coast to Coast Network Every Friday Night, 10:30 P.M. New York Time

Now You Can Have Excellent Sound-On-Film Reproduction at Low Cost



The Operadio Sound-On-Film Amplifier can be easily mounted between projectors due to its compact size.

You need no longer be handicapped by inadequate sound reproducing equipment. The Operadio Sound-On-Film Amplifier brings excellent reproduction within the reach of the smallest theatre.

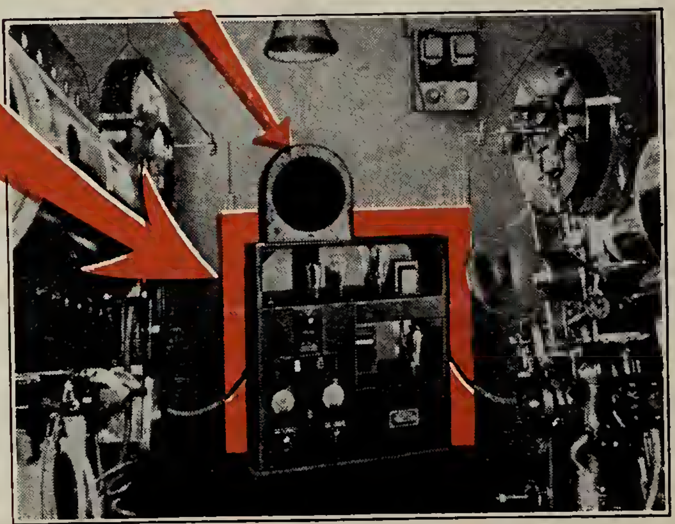
With this equipment you can have the latest Sound-On-Film features with reproduction so excellent that it is certain to attract business for you and hold it.

The Operadio Sound-On-Film Amplifier is especially suitable for theatres ranging from 250 to 800 seat capacity. This unit is meeting with unusually great success wherever installed. Theatre owners are especially well pleased with the performance.

You can't afford to be tied to silent films or Sound-on-Disc films when the Operadio Sound-On-Film Amplifier makes it so economical to equip for Sound-On-Film features.

You should know all about the Operadio Sound-On-Film Amplifier. Mail the coupon.

Specially designed Monitor Speaker that mounts on amplifier cabinet and does not affect output to stage speaker can be supplied.



Consider These Points:

1. Designed to meet every need of theatres having 250 to 800 seats.
2. The Operadio Amplifier has characteristics necessary for best reproduction of both Sound-On-Film and Sound-On-Disc. The most successful reproduction of Sound-On-Film is not possible with amplifiers designed only for Sound-On-Disc.
3. The unit is complete—takes the place of all the apparatus and associated accessories from the output of the photo-electric cell to the input of the stage speakers.
4. Completely A. C. operated—furnishes all the necessary power for the associated apparatus. No batteries, chargers, or complicated wiring required.
5. Can be used with practically any standard sound head using Caesium type photoelectric cell.
6. Specially designed Monitor speaker does not affect output of stage speakers.
7. Sold by leading motion picture supply houses.
8. Sold outright—not leased.

THE OPERADIO MANUFACTURING COMPANY,
St. Charles, Illinois.

We are certainly interested in learning about your Sound-On-Film Amplifier. Mail descriptive literature.

Name______________________________

Address______________________________

____

OPERADIO

Sound Equipment

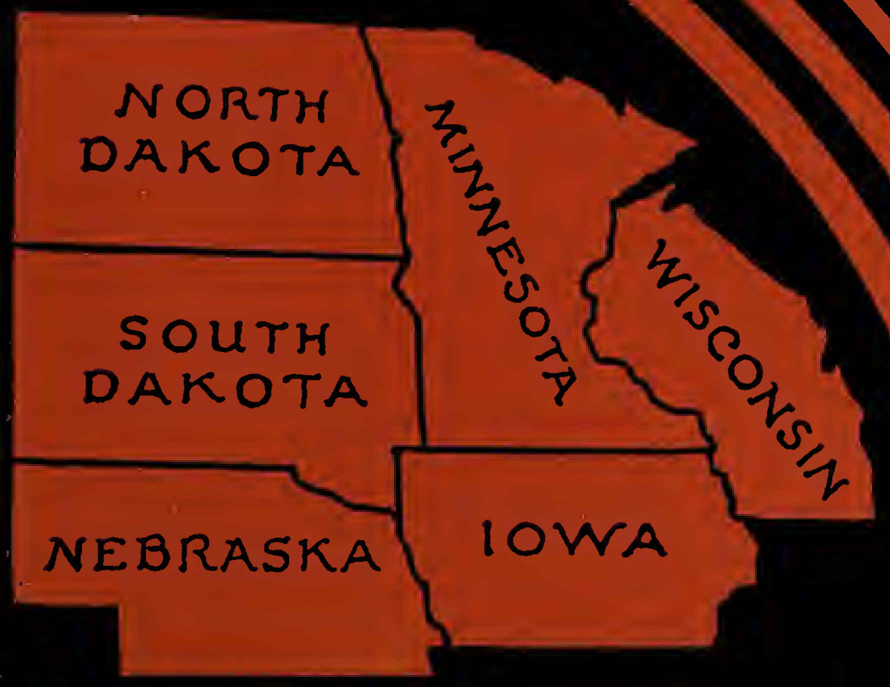
OCT 6, 1931
VOLUME XII NUMBER 20

MOVIE AGE

PUBLIC SHOPS FOR FILMS, SAYS RKO OFFICIAL

RECORD BREAKING DEMAND FOR SHORT SUBJECTS

JOURNEY TO ITALY TO PROTEST MILLIKEN MEMBERSHIP


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

The Public wants the best in Football . . . Rockne *is* the best!

Football fans demand the best in heroes. Knute Rockne, illustrious coach of Notre Dame's sensational teams, *was* and *is* the best. Six exclusive pictures!

FOOTBALL

6 EXCLUSIVE FOOTBALL FILMS BY

KNUTE ROCKNE

By arrangement with Christy Walsh.

Knute Rockne, the immortal, has for years been sold to the public by splashing news headlines, newsreel pictures, articles and radio plugs. Cash in on this publicity!

RKO PATHÉ

RKO PATHE

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Public Shops For Films

Says R-K-O Official; Main Problem Is Good Films; Outstanding Pictures Get the Money.

It's an ill wind that blows no good and the present economic depression will bring its blessings as well as its trials and tribulations for exhibitors.

This is the message that Cleve Adams, western sales manager for RKO, has brought to Minneapolis from New York.

Stopping over to visit Mike Frisch, Minneapolis RKO exchange manager, on an inspection tour, Adams asserted that the depression's "blessings," as far as exhibitors are concerned, will be in the shape of the best possible pictures that money, time and ability can turn out.

Good Films Remedy

"Motion picture producers are reconciled to so-called 'hard times' for a considerable period ahead, but they feel that there is one effective way of combatting such depressed conditions and that is by means of outstanding screen offerings," said Adams. "In spite of unemployment, hoarding, pessimism and generally poor business conditions, outstanding pictures continue to draw large crowds everywhere while mediocre offerings, which in ordinary times would attract profitable patronage, now play to empty houses.

"The producers realize that in these trying times the public will shop as never before and they are concentrating their energies and financial resources on really outstanding product. The day of the ordinary picture is over. The director who cannot deliver the goods is through. The same applies to the producing companies. It will be a case of the survival of the fittest and the weak sisters will go by the board.

More Production Money

"In spite of all the economy propaganda, RKO is spending more money on negatives than

(Continued on page 5)

Record Demand For Short Subjects

Local Exchange Officials See Definite Trend Toward Diversification; Sales Good.

Minneapolis exchanges report a record-breaking demand for short subjects.

The trend in screen entertainment leans strongly toward diversification, they assert.

Columbia and Warner Brothers' sales on the short subjects are running considerably ahead of the corresponding period a year ago, it is asserted. Educational and Paramount also report highly satisfactory business.

All exchanges unite in declaring that there is no depression on as far as short subjects are concerned.

In Minneapolis last week the State Theatre, one of the leading Publix loop first-run houses, played up its "Mickey Mouse" cartoon comedy on its advertising canopy.

"We can't get our shorts in fast enough to supply the demand," says Ben Marcus, Columbia exchange manager.

(Continued on page 5)

RKO-Publ. Deal

Latter Splits Half of Warner - First National 1931-32 Product With RKO Houses.

The Twin City RKO theatres are in their best position ever in regard to screen product as a result of a deal with Publix Northwest circuit which makes available for them half of the 1931-32 picture output of Warner Bros. and First National or 35 pictures in all.

Because it has decided to keep the Century Theatre, Minneapolis, dark all this season and will not have sufficient playing time available, Publix offered to split the Warner Bros.-First National product with RKO this season in Minneapolis and St. Paul. The offer was eagerly accepted and the deal closed in New York.

In addition to the Warner Bros. and First National pictures, RKO also has the entire RKO, Co-

(Continued on page 5)

WAGE AGREEMENT

RKO - Publix Sign New Labor Contracts

RKO and Publix have come to terms on the details of new one-year contracts with the stage hands and musicians' unions, starting September 1. Wage scales and conditions will remain practically the same as last year.

In the case of the RKO-Orpheum, the stage hands have made a few concessions in working terms, but the basic pay scale remains unaltered.

Sioux City Opening

Sioux City, Ia.—Thoroughly remodeled and redecorated, the Loop Theatre here has been reopened. Western Electric sound equipment has been installed. E. E. Seff, who also manages the Rialto, is the manager.

Strand-Publix Merger

Ottumwa, Ia. — The Strand Amusement Co., operators of four local houses, has merged its interests with Publix. The theatres involved are the Strand, Capitol, Ottumwa and Rialto. Jake Cohen and Clint Adler are the heads of the local company. The former will be city manager for Publix.

A New Booth Fire

The RKO Orpheum, Minneapolis, had a new wrinkle in fires. Somebody set fire to the telephone book in the telephone booth. The blaze was noticed in time to prevent serious damage or a fire scare.

Live and Let Live

By M. E. CUFFEL, Editor

THERE'S a different spirit in the business world today than there used to be. It's manifest in the "live and let live" policy of the biggest corporations in the motion picture industry. Competition is welcomed again as "the life of trade". Perhaps, the depression has something to do with this change of attitude.

Evidence of the aforegoing is found in the deal just made by Publix Northwest circuit to turn over to the RKO Twin City theatres half of the Warner Brothers-First National product which the former has sewed up for the territory over a period of years.

(Continued on page 5)

"Monkey Business" High As Other Pictures Sag

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Sept. 2)—Lack of outstanding pictures in recent weeks and the depression apparently are making themselves felt at the box-offices. Business has started to skid pretty much all along the line, although the Minnesota, big ace Publix house, continues to turn in formidable grosses. "Monkey Business," the Minnesota attraction, was the one screen offering in town with a real box-office punch. The Marx Bros. are sure-fire magnets here and brought the crowds out in paying numbers. The picture drew mixed comments from audiences, but garnered laughs by the wholesale.

Aster — **I Like Your Nerve** (F. N.), Douglas Fairbanks, Jr., Loretta Young. **Business:** Light; 60 per cent. **Summary:** Crude and hackneyed comedy-drama about a timid youth who is converted into a daredevil and wins the heart of a Central America seniorita. **Entertainment Merits:** 60 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyceum—**The Viking** (Independent), Varick Frissell. **Business:** 75 per cent. **Summary:** Second week of this picture depicting a seal hunt in the far north. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News.

Lyric — **Side Show** (W. B.), Winnie Lightner. **Business:** 80 per cent. **Summary:** Crude and amateurish comedy-drama of circus life; the familiar story of the man who falls in love with the younger sister of the girl with whom he has had an affair. **Entertainment Merits:** 65 per cent. **Short Subjects:** Sound News, Comedy; Screen Vaudeville.

Minnesota — **Monkey Business** (Paramount), Four Marx Bros. **Business:** 125 per cent. **Summary:** The Marx Bros. as stowaways on an ocean liner and accidentally mixed up with gangsters. A fun knockout for those who relish this comedy quartet and foolishness. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage Show; Sound News; Fashion Reel.

RKO Orpheum—**Fifty Fathoms Deep** (Columbia), Jack Holt. **Business:** 75 per cent. **Summary:** Several gripping scenes in this reminiscent story of a diver who unknowingly has an affair with his best friend's wife; fairly effective melodrama. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville; Sound News; Mickey McGuire Comedy.

RKO Seventh Street—**Mother's Millions** (Universal), May Robson, James Hall, Lawrence Gray. **Summary:** An amusing comedy revolving about a wealthy woman and her eccentricities. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

State—**Personal Maid** (Para.), Nancy Carroll. **Business:** 80 per cent. **Summary:** A lightweight story of a maid who falls in love with the wealthy and reckless son of her employer; not up to the usual Nancy Carroll standard. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newscasting, comedy, screen vaudeville.

OMAHA

(Week ending Sept. 26)

Orpheum — **Caught Plastered** (RKO), Bert Wheeler, Robert Woolsey, Dorothy Lee. **Business:** 110 per cent. **Summary:** This is the story of how these two hokum funsters arrive in a small town as tramps from a freight train, how they aid an elderly widow who owns a drug store; how they innocently dispense a soda fountain beverage that gets much of the population well "plastered' and then finally turn themselves into sleuths to help the chief of police; these are the main elements of the extravagant yarn. **Entertainment Merits:** 95 per cent. **Short Subjects:** Vaudeville, Newsreel, Sportlight.

Paramount — **Monkey Business** (Para.), Four Marx Brothers. **Business:** 115 per cent. **Summary:** This is a picture full of antic absurdity. Appearing as stowaways on an ocean liner the principals create a mad hubbub of hilarity. The giddy farce compares favorable with other offerings in which the Marx Brothers have been presented. **Entertainment Merits:** 95 per cent. **Short Subjects:** Comedy, newsreel and novelty.

State — **Children of Dreams,** Margaret Shilling, Paul Gregory, Bruce Winston. **Business:** 100 per cent. **Summary:** This is a musical romance by Oscar Hammerstein 2d, and Sigmund Romberg. A beautiful story—in Idylic settings of orchards in bloom and at apple-picking time—in New York—and Italy—beautiful songs and a musical setting of glamorous and haunting beauty. This picture has a cast exceptionally well chosen. **Entertainment Merits:** 85 per cent. **Short Sbjects:** Novelty, comedy, newsreel.

State—**Guilty Hands** (M-G-M), Lionel Barrymore, Madge Evans, Kay Francis. **Business:** 100 per cent. **Summary:** Murder is the theme of this thrilling picture with Barrymore playing the part of a veteran prosecutor and criminal attorney. The present film is taken from Bayard Veillers' newest mystery drama. **Entertainment Merits:** 85 per cent. **Short Subjects:** Novelty, comedy, newsreel.

World—**Sporting Blood** (M-G-M), Clark Gable, Ernest Torrence, Madge Evans, Lew Cody. **Business:** 105 per cent. **Summary:** This picture is really a biography of a horse. Human actors in the plot are restricted to characters affecting the horse's destiny. Clark Gable is seen as the gambler who helps the horse after he has been victimized by turf crooks. Ernest Torrence is the kindly horse breeder and trainer. Madge Evans is seen as the girl in whose hands the horse finally comes into his own. Lew Cody plays the crooked gambler who "fixes" races. **Entertainment Merits:** 100 per cent. **Short Subjects:** Comedy, newsreel, novelty feature.

MILWAUKEE

(Week ending Sept. 24)

Alhambra — **Mother's Millions** (Universal), May Robson, Lillian Harmer, James Hall. **Business:** 100 per cent. **Summary:** Sprightly account of a brilliant, crabby old lady, richest woman in the world and the torment of two children. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal newsreel; comedy.

Garden—**Street Scene** (U. A.), Sylvia Sidney, William Collier, Jr. **Business:** 105 per cent (second and final week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Newsreel.

Palace—**The Smiling Lieuten-**

(Continued on page 8)

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES
$2.00 UP

Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM
IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING LAKE MICHIGAN—
CHICAGO AT YOUR FEET

Shorts in Demand

(Continued from page 3)

Exhibitors are going in on a bigger scale for one-reelers, according to Mr. Marcus. Through the use of one-reelers, he points out, they are enabled to diversify their programs to a greater extent. Shows, accordingly, are better balanced.

Vitaphone shorts are selling like hot cakes in the territory, according to L. E. Goldhammer, Warner Bros.-First National exchange manager.

Harold Johnson, manager of Educational, says that the demand for the short subjects is greater than ever.

"Exhibitors tell me they want them to strengthen their programs. "Moreover, I am informed, patrons insist upon lots of comedy. They want pictures that will make them laugh and forget their financial troubles," Johnson concluded.

RKO-Publix Deal

(Continued from page 3)

lumbia and Universal product, and these films will be shown in the Minneapolis and St. Paul Orpheums, the Seventh Street Theatre, Minneapolis, and the President Theatre, St. Paul. The Century Theatre used 40 pictures last season.

The two circuits take turns in selecting the pictures under the Warner Bros.-First National arrangement. RKO has been lucky enough to grab off "Five Star Final," acclaimed one of the year's outstanding screen productions, and it will be shown at the Twin City Orpheums the week of October 24.

New Holmes Agent

The National Theatre Equipment Co., Minneapolis, will handle the Holmes Portable sound movie equipment for small showhouses, lodges, schools, cafes, hotels and churches. The equipment can be installed in ten minutes. It is manufactured in Chicago. Oscar Holmes, inventor and head of the company manufacturing the equipment, demonstrated it in Minneapolis. It sells for $960 complete.

Orpheum Director Weds

Carl Johnson, featured orchestra director at the RKO Orpheum, Minneapolis, was absent from the pit Monday afternoon and evening. He was away getting married. Al Rudd officiated in his absence.

New Long Pine Sound

Long Pine, Neb.—New sound-on-film equipment has been installed at the Palace Theatre here. The house formerly used sound-on-disc.

Live and Let Live

(Continued from page 3)

Because Publix plans to keep the Century Theatre, Minneapolis (which ordinarily would use 40 pictures a season), dark this winter, it found itself with more picture product than it could find playing time for, while, on the other hand, RKO needed more films to supply its four Twin City houses. One unacquainted with present relationships in the film industry naturally might jump to the conclusion that Publix would do nothing to strengthen the competitive position of its chief and most-feared competitor in the Twin Cities. Even though unsatisfactory playing time was unavailable, all product previously tied up could have been retained rather than letting any portion of it fall into its chief competitor's hands. This might have necessitated the sacrifice of the sums which will be realized from the split-up of the product with RKO, but the circuit heads could very easily figure that they might be money ahead in the long run by foregoing this revenue instead of furnishing screen ammunition to the "enemy" to help the latter fight them back the better.

But, apparently, it's "live and let live" as far as Publix is concerned. There was no hesitancy on its part in making the offer to RKO which eagerly accepted it, glad to strengthen its product. Under the arrangement, RKO will get such outstanding pictures as "Five Star Final".

This co-operative spirit in the industry is also making itself manifest in the deals being arranged by various producer chains in different sections of the country. It's a hopeful and encouraging sign. Everybody realizes now that the struggle for existence is tough, but, instead of wanting to trample the other fellow under, the tendency seems to be to lend a helping hand. It will make for a better and happier world to live in and we are beginning to feel that the present depression may have its compensation.

Even before the present deal with RKO, and the current depression, Publix in this territory, and F. & R. before it, always displayed a "live and let live" attitude, rather than a desire to squelch legitimate opposition by unfair trade methods. When F. & R., for instance, was unable to come to terms with a distributor on the latter's product for first-run showings in the Twin Cities, and the product went to a competitor, this never caused F. & R. to take out its spite on the distributor by a boycott of the latter's product. Instead, the pictures involved were booked just the same for loop second-run showings and for neighborhood and out-of-town Publix houses.

Let the Publix-RKO arrangement serve as an example for independent competitors in towns throughout the territory. If, instead of fighting, they'll co-operate as far as is practicable during these trying times they'll undoubtedly find themselves better off in the long run.

Repair Essaness

Rushville, Neb.—The Essaness Theatre here has replaced its old sound equipment with a Motiograph de luxe sound projector equipment. The house was closed a week during the installation and reopened with "Dirigible."

Open Redwood House

Redwood Falls — Mike Buckley is opening his New Redwood Theatre here with "Five Star Final." The house is up to the minute in equipment, arrangements and appointments.

Official Endorsement

Eddie Kueppers, state publicity manager, had the Hennepin state's attorney witness a preview of "The Star Witness," current attraction, and then write an indorsement of the picture. The official, in his indorsement, urged everybody to see it.

Kuhl Leases Another

Seward, Neb.—I. N. Kuhl, manager of the local Rivoli Theatre, has leased the George Thomas building here and will remodel it into a small showhouse with a 250 seat capacity.

NEW WAUBAY

Merchants Aid Opening of a Theatre

Waubay, S. D. — When S. K. Clark closed the Lake Theatre last June 30 all the equipment and fixtures were repossessed and this town was without a showhouse. Business interests found their trade affected to such an extent that they got together and prevailed upon John A. Hawkins, to buy new equipment and reopen the theatre.

The house now is known as the Waubay Theatre. It is modern in all respects and is playing one picture a week for a one-day stand. As soon as business warrants there will be three changes a week.

Shops for Films

(Continued from page 3)

ever before. And this policy is not extravagant, but is necessary because we realize that, unless our pictures are outstanding, we haven't a chance. Because of our product we are forging ahead, notwithstanding the depression. Every exchange reports business in excess of the corresponding period a year ago. We are not only spending more money on our productions, but are working harder than ever before on them and we are getting the results."

Adams expects especially big things for the exhibitors of "Bird of Paradise," "The Dove," "Marchita," "Are These Our Children?", "Everybody's Business," "Peacharino" and Girl Crazy" which are among the impending RKO releases. He says that gratifying returns are being reported from all sections on Wheeler & Woolsey and Richard Dix pictures in particular. In the northwest territory "Caught Plastered," "Donovan's Kid" and "The Public Defender" are going over very big.

"The main worry for the exhibitor is and always will be quality of product," Adams points out. "If he can be assured of continuously outstanding product his fears regarding generally hard times, unemployment and reduced buying power are considerably lessened. He is almost assured of being able to operate profitably despite the many unfavorable factors in the economic situation."

Orlove Stays at Uptown

Milwaukee — Louis Orlove has reconsidered his resignation as manager of the Uptown Theatre here and will remain at the house, instead of joining Paramount-Publix in Detroit as previously reported. Orlove has been with the organization for 13 years, serving with Saxe before the circuit was taken over by Fox-Midwesco.

THE PUBLISHER'S PAGE

FORWARD! !

THIS once high-riding, head-up industry seems to have its tail between its legs. It's licked. It's lost its guts. And altogether without cause!" So said a picture individual in New York to me the other day. That's a pretty strong indictment; worth pondering over. But his last words—"and altogether without cause"—stuck to me most.

Rather than look for a cause for such pessimism I looked for a cure. And these were my thoughts:

Where are the courageous fighters of yesteryear? Where are the men who beat the Patents Trust? What has become of the genius that pioneered sound? What's become of the showmen who transformed nickelodeons into palaces? They're all still in this business—**but they're too damned still for the industry's good!** Have they, too, got their dampers down?

". . . and altogether without cause!" Pictures today are better than they ever were. With such sterling values as "Street Scene"—"Five Star Final"—"An American Tragedy"—"The Miracle Woman"—"Spirit of Notre Dame"—"Bad Girl"—"Sporting Blood"—and a dozen others could be named—never has this industry had so many good pictures released at one time. And we don't need new inventions to start another era; talking pictures are the greatest entertainment of the age. They need but to be sold right. They need inspired selling!

Perhaps the answer lies in leadership—leadership, not of one man, but by a score of men; leadership in production; leadership in distribution; leadership in exhibition. The leadership that made this industry fifth in size in the world is still in this business. It needs to be aroused. The call is coming for it loudly from every quarter of the industry. Yes, aggressive, fearless, two-fisted, hard-nosed leadership!

WHAT A MARVELOUS RESULT WOULD COME FROM ALL OF THE OLD LEADERSHIP, THAT MADE THIS BILLION DOLLAR INDUSTRY, ASSERTING ITSELF ANEW!

NOW IS THE TIME! LET'S SEE THAT OLD FIGHTING COURAGE; LET'S FEEL THAT INDOMITABLE SPIRIT; LET'S START, AND CONTINUE—ALL TOGETHER—TO TAKE THIS GRAND INDUSTRY TO NEW HEIGHTS OF SUCCESS!

NOW IS THE TIME!

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office: 1018 So. Wabash Ave., Calvin Hermer, Mgr.

The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill., MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; New ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Rush Unemployment Relief

Groups Report Satisfactory Progress; Meetings for City Committee Appointments Scheduled.

Instantaneous and concerted response on the part of all branches of the industry to the Will H. Hays committee plans on nation-wide relief is apparent. Speed is the essential element and the district and city committees are in motion for the most comprehensive unemployment relief plans ever attempted by any industry.

Regional or district committees have been appointed. These groups are to be responsible for appointment of city committees. All groups are to work with local and community relief organizations. Every part of the country and each branch of the industry is represented on the national, regional and city committees. The business stands mobilized and ready to carry on work laid out when Will H. Hays called into conference distributors, affiliated exhibitors and members of both the Allied and M. P. T. O. A. associations.

From all parts of the country come reports of satisfactory progress:

Atlanta—District committee on unemployment relief met here last week and appointed chairmen for major cities in the southeast. These chairmen will be responsible for formation of groups in their cities. Work is being rushed

(Continued on page 18)

"BOOTLEG" FILMS ILLEGAL

Judge Rules in Granting Injunction to Pathe, RKO; Bureau to Use in Nation-Wide Drive.

New York—In what appears to be a compulsory swansong for "bootleg pictures," Judge Julian W. Mack of the Federal District Court here has issued an injunction to Pathe Exchange and RKO Distributing Corp., against the Apollo Film Company. More than sixty Pathe prints were said to have been seized at the Apollo by the U. S. marshal after investigation by the Copyright Protection Bureau showed that exhibitors in the Metropolitan district were obtaining Pathe pictures from that source. The bureau plans to use the decision in its nation-wide drive on similar infringements.

The petitioners, in their action, declared that they have been selling old films to Emile Snyder, Inc., smelter and refiner, to destroy them and acquire the nitrate. They alleged, however, that this company was selling pictures and named 65 reels which had recently been seized. Louis Ogust, attorney for the defendants, argued that his client had a right to sell these films. Attorney Louis Nizer, representing Pathe and RKO, claimed that the purchaser's rights do not include exhibition and that the sale of the films to Apollo did not constitute a transfer of their copyright. After the case had been argued for four hours Judge Mack granted the injunction. Minutes will be sent to Judge Clarke, Federal District Court, in New Jersey, who has a similar case pending.

To Map Allied Plans

Zoning, Protection, Music Tax, Percentage and Checking Up for Attention of Board.

Mt. Clemons, Mich.—Mapping of plans to oppose the extension of the zoning and protection system into Allied territory and formulation of a campaign for legislation against the music tax and copyright protection bureau in the coming session of congress, are included in the scheduled meeting of Allied States Association board of directors here October 6.

The board meets in connection with the annual convention of the Allied Theatre Owners of Michigan. Further consideration also will be given to percentage contracts and checking. Myers' report to the board will include the plans for unemployment relief.

HI-LITES
IN THE WEEK'S NEWS

New York—Announcement was made last week of the marriage on September 26 of Carl Elias Milliken of the Hays organization and Caroline Wood Chase. Mr. and Mrs. Milliken will be at home, 155 Center Ave., New Rochelle, N. Y., after November 15.

* * *

New York — Arthur Housman, formerly in charge of advertising and exploitation for Warner's Broadway houses, has joined Columbia as national director of advertising under Al Selig.

* * *

Hollywood — The M-G-M banner will wave over John Barrymore in his next film. Barrymore, who recently finished his contract with Warner Bros., probbaly will appear next in "Arsene Lupin" with his brother, Lionel.

* * *

New York—Edgar Wallace, famous British author, has been signed by Joseph I. Schnitzer, Radio Pictures president, to write originals for the company. Wallace will go to Hollywood in November to begin his first American picture connection.

* * *

Louisville, Ky. — Assistant attorney general interprets theatres and places of amusement as being free from the gross sales tax, as they do not classify as sellers of merchandise.

* * *

Philadelphia — The local film board of trade has asked Owen D. Young to head a movement for the amendment of the Sherman law "to enable business to exercise its own initiative without government interference, so long as it obeys the rules."

* * *

New York — Eddie Cantor will appear in a second Samuel Goldwyn picture for United Artists release this season. Production is scheduled to start in May.

Gov. Sees "Decision"

Albany—Governor Franklin D. Roosevelt saw RKO-Pathe's Floyd Gibbons' subject, "Woodrow Wilson's Great Decision," and was deeply impressed by the film.

Columbia Brooklyn Deal

New York—Columbia Pictures closed an important booking deal this week when the Randforce Amusement Co. of Brooklyn, signed for the company's entire line-up of 1931-32 product for the 22 theatres in its circuit.

Hughes in "Unwanted"

Hollywood—Lloyd Hughes has been signed for the featured juvenile role in Columbia's "Unwanted," adapted from the legitimate drama by the same title, which is now in production, under the direction of Louis King.

Purchase of Loew Rumor Unconfirmed

New York—Officials concerned refused to confirm reports that Nicholas M. Schenck, Louis B. Mayer and J. Robert Rubin have made the Harley Clarke-Chase banking interests an offer of $48,000,000 for the majority block of 660,000 shares of Loew's Inc., stock.

Rubin stated he was not a party to a rumored transaction whereby A. C. Blumenthal, reported spokesman of the group, is said to have offered Film Securities Corporation, which holds the block, an offer of $72 per share for stock sold in 1929 by Schenck, David Bernstein and the Loew family to William Fox for Fox Theatres Corp. at prices ranging between $110 and $125 per share. Rubin said he felt that Mayer was not a party, as well.

Schenck laughed at the report. Statement was not issued by Mayer.

BACK TO CLEANERS!

Will Hays Bans Showing of Three Gang Films

New York—Back to the cleaners they go; the whole reputed one million dollars' worth of them!

Three films, charged of glorifying gangsters and beer-running gunmen and making attractive the life of racketeers, have been banned by Will H. Hays and ordered back to Hollywood to be remade or discarded.

Determined to stamp out of pictures any suggestion that may prove harmful to the nation's youth, Hays refused to sanction the pictures on the ground that the glorification of the gangster in pictures is a violation of the industry's pledge made last spring.

Hays' refusal to allow exhibition of the pictures is reported to have the support of industry leaders, despite the staggering financial losses with which the involved companies are threatened.

To Protest Milliken Cinema Board Seat

Mrs. Robbins Gilman of Minneapolis, one of the leaders in a national movement to establish a federal censorship of motion pictures, is on her way to Rome, Italy, as a part of a fight to prevent Carl E. Milliken, secretary of the Motion Picture Producers and Distributors of America, from enjoying membership on the board of the International Cinematographic Institute of the League of Nations.

Mrs. Gilman, who holds the office of president of the Federal Motion Picture council, an organization seeking stricter governmental regulation of the film industry, will present a formal protest of the executive board of the Citizens' League of Maryland for Better Motion Pictures against Milliken's membership.

Presence of Milliken on the board is objected to "because he is not an officially-appointed representative of the United States government or people and is a highly salaried official of the Motion Picture Producers and Distributors of America, which is the dominant motion picture organization."

Football Tieup

The Minnesota Theatre, Minneapolis, has a tie-up with the University of Minnesota Daily, campus publication, by means of which publicity is given in the latter sheet to the motion pictures of Minnesota football games taken each Saturday and displayed on the Minnesota screen the ensuing week. In an avowed effort to make itself "the theatrical campus of the University of Minnesota," the Minnesota had a "Varsity Week" program of Sept. 25, ushering in the new scholastic season.

Hilgendorf a Benedict

Milwaukee — Ted Hilgendorf, manager of the Ritz Theatre, local neighborhood house, was married August 29 to Miss Evelyn Fruits. The couple spent their honeymoon in Canada and New York.

Stork Visits Shedds

Madison—A daughter was born to Mr. and Mrs. Barry Shedd September 22. Mr. Shedd is in charge of the RKO houses in Madison during the absence of John Scharnberg, who is in Europe.

Birthday at Madison

Madison, Wis — The Majestic Theatre here celebrated its first anniversary September 27. The house is under the management of A. P. Desormeaux, pioneer theatre man.

First Run Reports

(Continued from page 4)

ant (Para.), Maurice Chevalier. **Business:** 100 per cent (second and final week). **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox News; "Tamale Vendors" with Tom Patricola.

Riverside — **Honeymoon Lane** (RKO), Eddie Dowling, June Collyer. **Business:** 100 per cent. **Summary:** A musical comedy offering with slapstick comedy sandwiched in. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville.

Strand—**The Brat** (Fox), Sally O'Neil, Allan Dinehart. **Business:** 100 per cent. **Sumary:** A prince charming tale concerning a waif who is befriended by a writer looking for book material in a police court. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox News; comedy.

Warner — **Sideshow** (Warners), Winnie Lightner, Charles Butterworth. **Business:** 100 per cent. **Summary:** Typical Winnie Lightner picture. All about her life in a circus. Clicks if audience goes for Miss Lightner. **Entertainment Merits:** 85 per cent. **Short Subjects:** Paramount Sound News and comedy.

Wisconsin — **Daughter of the Dragon** (Para.), Anna May Wong, Warner Oland, Sessue Hayakawa. **Business:** 100 per cent. **Summary:** A somewhat conventional mystery story concerning the hates of the house of Fu Manchu. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Movietone News.

Kress New Fox Mgr.

Milwaukee—Al Gullickson, imported by Warner Brothers from Norway, is the new organist at the Warner Theatre here. For the past several months the house has been featuring a guest organist policy with a different player each week. Reports have it, however, that Gullickson will stay at the theatre and will be featured in connection with the weekly programs.

Latchow Pinch Hits

Dick Latchow is occupying the position of RKO-Pathe exchange manager temporarily in Minneapolis during the illness of M. E. Montgomery, permanent manager. Latchow is of the sales staff. Montgomery is reported to be making good progress on the road to recovery.

TERRITORY NOTES

Washington, Ia.—A number of improvements are being installed by Ralph and Clyde Pratt in their State and Fox theatres here. The houses also are being redecorated.

Auburn, Neb.—O. R. Bennett has leased his local motion picture theatre to Winberg & Stern of Omaha who have changed the name to the New Auburn. "Young As You Feel" was the opening attraction under the new lessees. The house is equipped with RCA sound.

Humphrey, Neb.—The new Coranado Theatre, acclaimed the finest in the state, has been opened here by William Youngclaus of Madison, Neb. The house has RCA sound equipment.

Muscatine, Ia.—The New Boston-Uptown Theatre here is being rushed to completion. Steel work already is finished and it is hoped that the house will be ready for occupancy by early winter.

Gullickson at Console

Manitowoc, Wis. — Tom Kress has succeeded George E. Hannan as manager of the Fox Theatre here. Kress has for the last four months been conducting a personal appearance tour along the west coast for Wesley "Freckles" Barry, on the Fox circuit.

SET PANTAGES DATE

Austin McGeough Will Handle Advertising

October 14 has been set as the date for the reopening of Pantages Theatre, Minneapolis, as a United Artists house. The initial attraction will be Eddie Cantor's "Palmy Days." It is announced that the theatre will be "the home of United Artists pictures."

Publicity and advertising is being handled by Austin McGeough, who formerly was with Publix and more recently on the road for United Artists. W. H. Rudolph from New York is manager.

Lyceum Again Dark

The Lyceum Theatre, Minneapolis, erstwhile legitimate house, which had sound equipment installed and which opened with "The Viking" as a sound picture theatre, is dark again with no attractions apparently in sight. The management is experiencing difficulty in obtaining product.

Webster Improvements

Webster City, Ia. — Improvements costing $11,000 are being made by J. E. Plant at the Granada and Isis theatres. They include a new refrigeration system at the Granada and a new sound equipment at the Isis.

Labor Agreement in Three State Cities

Omaha — Signing of two-year contracts between Omaha Moving Picture Operator's Local No. 343 and locally controlled theatres in Council Bluffs and Fremont, disposes of possibility of a trade and consequent labor troubles in these points.

Negotiations with local managers of the national chains, Publix and RKO here and Fox in the Bluffs, are still pending.

There will be no immediate walkout in the big downtown theatres if new contracts have not been signed October 1, Howard Jackson, union business agent, promised. Both Jackson and the managers were hoping an agreement could be reached immediately. If this is impossible, both sides said national representatives would be called to Omaha.

Jackson would not discuss wage agreements made with the twenty Omaha theatres controlled by the Popular Amusement company and the Nebraska Theatres Corporation. Managers said they had a gentleman's agreement with him not to discuss wages.

One city exhibitor is quoted as saying, "The union men have been more reasonable this year than ever before. They have taken into consideration the general business situation. The settlement has been entirely satisfactory."

New Gering House

Gering, Nebr.—A new theatre called the Aladdin has been opened at Minatare near here. Jake Herron of this city is the manager.

Seek Clarity

New York — Better understandings with producers generally and to better in every possible way the situation of the independent theatre owner is the aim of the Continuing Committee named by the recent conference on M-G-M sales policy.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.

American Tragedy — Paramount (85). Theodore Dreiser's much discussed novel excellently portrayed on the screen with Phillips Holmes in the hero role. (Aug. 18)

Bad Company—RKO-Pathe (78). Gangster picture which is different from the ordinary type with topnotch performance by Ricardo Cortez. (Sept. 29)

Bad Girl—Fox (90). Another Frank Borzage directorial achievement. James Dunn proves a fine discovery by Fox. (Sept. 1)

Big Gamble—RKO-Pathe (63). Octavus Roy Cohen story with plenty of action and punch that should satisfy. Bill Boyd and Dorothy Sebastian co-starred. (Sept. 15)

Bought—Warners (83). Constance Bennett and her father, Richard, stand out in this excellent production, mainly for class audiences. (Sept. 1)

Brat—Fox (65). Good entertainment for the majority. Excellent cast, including Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill and June Collyer. (Sept. 15)

Caught—Paramount (67). Fair programmer about a notorious woman desperado of the old West. Top honors go to Louise Dresser for her character role. (Aug. 25)

Caught Plastered—Radio (72). Wheeler, Woolsey and Lee together again in another mirthful laugh production, injected with bits of human interest. (Sept. 1)

Confessions of a Co-ed—Paramount (75). Sophisticated story of modern university life with Sylvia Sidney as the youthful freshman. Good box-office picture. (July 28)

Dugan of the Badlands—Monogram (60). First of the Monogram westerns teaming Bill Cody and Andy Shuford. Recommended for general family trade. (July 21)

East of Borneo—Universal (74). Smash melodrama with all the mystery of the Orient and a jungle background to keep the audience gasping with suspense. (Sept. 8)

Ex-Bad Boy — Universal (68). Situation farce in which Robert Armstrong contributes another hit performance to his screen career. Spencer Charters is outstanding. (Aug. 4)

Five Star Final—First National (89). A powerful dramatic story that will get over big with any audience. Excellent cast starring Edward G. Robinson. (Sept. 22)

Great Lover—M-G-M (70). Sophisticated story, somewhat sexy and lacks action. Adolphe Menjou not so good. (Aug. 18)

Guilty Hands—M-G-M (69). Another triumphant achievement for Lionel Barrymore in a story that strikes a new chord in plot technique. (Aug. 25)

Hard Hombre—Allied (65). The third of the Hoot Gibson series which should prove delightful entertainment for both mass and class. (Sept. 1)

Honeymoon Lane—Paramount (70). Eddie Dowling, as usual, radiates with his likeable personality and winsome smile. (Aug. 11)

Magnificent Lie—Paramount (79). Nothing outstanding; direction a bit weak in spots; Ruth Chatterton is miscast. Comedy relief furnished by Stuart Erwin. (Aug. 11)

Miracle Woman—Columbia (90). A Barbara Stanwyck production that should be a miracle box-office performer anywhere. (Aug. 4)

Mother and Son—Monogram (68). Clara Kimball Young gives a fine performance in this picture of Reno and the gaming table. (Aug. 11)

Mystery of Life—Universal (73). Interesting film propounding the Darwin theory of evolution with explanatory remarks by Clarence Darrow and Dr. H. M. Parshley. (Aug. 18)

Night Life in Reno—Artclass (60). Mrs. Charles Farrell (Virginia Valli) in a society drama with the famous divorce city as a background. (Sept. 8)

Night Nurse—Warners (73). Smart story well cast with box office names headed by Barbara Stanwyck and Ben Lyon. (Aug. 4)

Pagan Lady — Columbia (77). Picture smacks of "Rain" in its motif of religious repression and Evelyn Brent is somewhat of the Sadie Thompson type. (Sept. 29)

Pardon Us—M-G-M (55). Laurel and Hardy score in their first feature-length comedy as two inmates of the Big House getting into one mess after another. (Aug. 18)

Personal Maid—Paramount (74). Nancy Carroll in a story that fails to convince; good entertainment nevertheless. (Sept. 22)

Politics—M-G-M (73). Dandy Dressler-Moran feature which won't disappoint the fans. (Aug. 11)

Public Defender—Radio (74). Richard Dix fans should like this one; rates better than average. Shirley Grey, a new star, does excellent. (Aug. 4)

Rebound—RKO-Pathe (91). Mainly for class audiences of the type who appreciated "Holiday." Ina Claire holds top honors in the cast. (July 28)

Secret Call—Paramount (73). An expose of crooked politics in a big city. Excellent cast headed by Richard Arlen and Peggy Shannon. (July 21)

Secrets of a Secretary—Paramount (79). Claudette Colbert in a smart society drama supported by a cast of new faces that get over well. (Sept. 8)

Side Show—Warner Bros. (69). Story of circus life which should appeal to the pop crowds. Winnie Lightner is most of the show. (Sept. 29)

Sidewalks of New York—M-G-M (73). A Buster Keaton picture that can't miss for laugh purposes; able support by Cliff Edwards, Anita Page and Norman Phillips, Jr. (Sept. 22)

Silence — Paramount (69). Interesting film fare for any audience. Clive Brook does masterful work with his part. (Sept. 15)

Son of India — M-G-M (73). An elaborate production which should please the most exacting audience. Ramon Novarro is excellent. (Aug. 4)

Spider—Fox (59). Mystery and murder worked out on a different angle with Edmund Lowe cast as a magician. (Sept. 22)

Sporting Blood—M-G-M (72). Excellent race horse production; highly appealing to the sentimental emotions. Clark Gable and Ernest Torrence superb. (July 28)

Stepping Out — M-G-M (73). Crammed full of wise-cracking with Charlotte Greenwood getting the better comedy breaks. Good bedroom farce. (July 21)

Star Witness—Warner Bros. (68). Should prove a sure fire despite the gangster angle. Good cast with Walter Huston and Charles (Chic) Sale. (Sept. 29)

Street Scene—United Artists (80). From the Elmer Rice stage success which won the Pulitzer prize; direction and camera work of the highest calibre. (Sept. 29)

Their Mad Moment—Fox (50). Warner Baxter and Dorothy Mackaill co-starred in a romantic drama that should please. (July 28)

Three Who Loved—Radio (75). Triangle romance of two bank clerks and a girl from Sweden. Good work by Betty Compson, Conrad Nagel and Robert Ames. (July 21).

This Modern Age—M-G-M (67). Typical Joan Crawford offering based on the story "Girls Together." Only fair production and nothing to rave about. (Sept. 8)

Too Many Cooks—Radio (77). Excellent picture for family trade featuring Bert Wheeler and Dorothy Lee; good, clean comedy throughout. (Aug. 18)

Transatlantic—Fox (74). Romance, suspense and action combine to make this far above the average film with Edmund Lowe carrying his role to perfection. (Aug. 18)

Traveling Husbands—Radio (74). Picture packed with entertainment and interest sustained throughout. Good cast headed by Evelyn Brent. (Aug. 18)

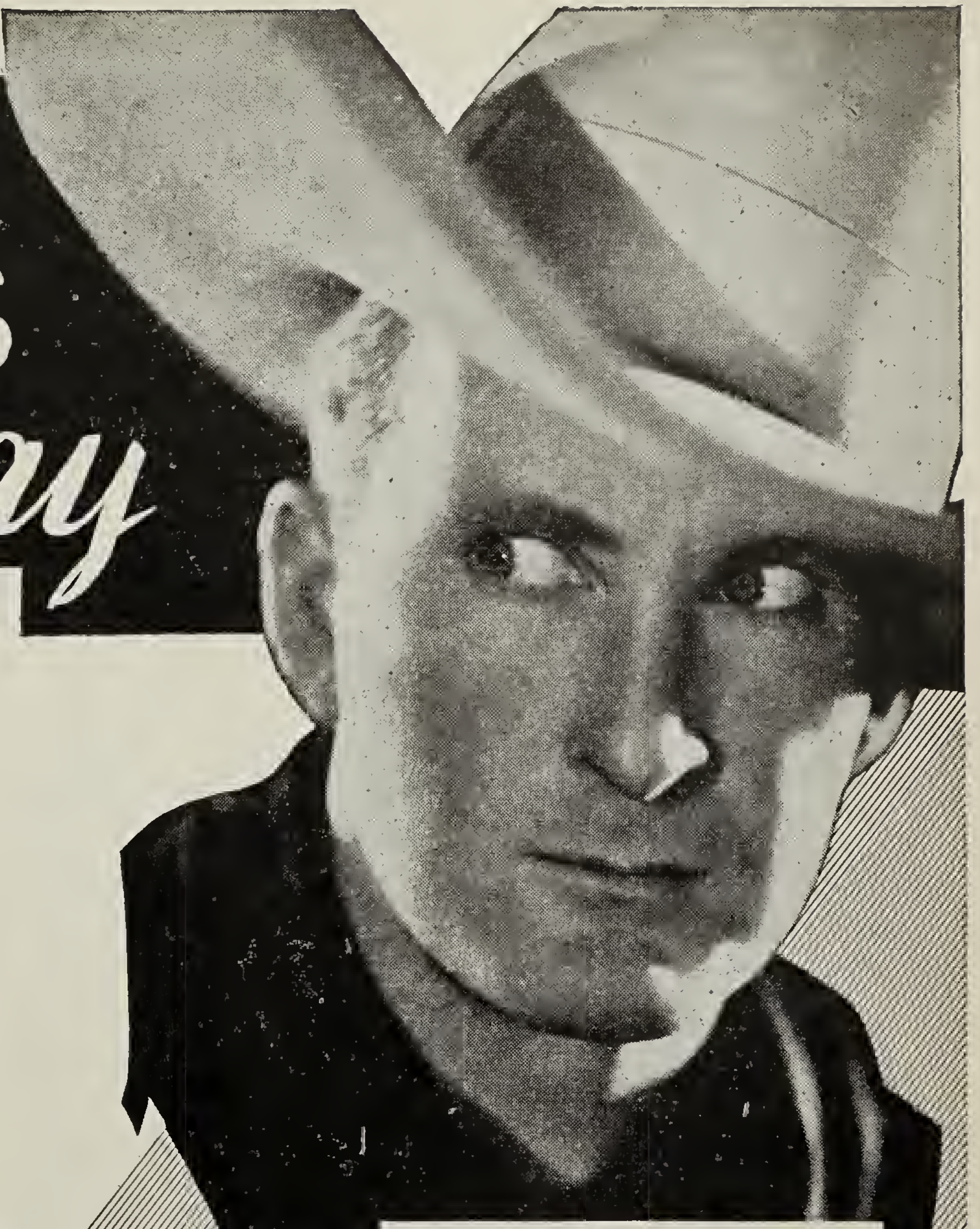
Unholy Garden—United Artists (75). A Ronald Colman picture that can't help but click anywhere. Good action and well directed. (Sept. 22)

Waterloo Bridge — Universal (80). An outstanding picture directed by James Whale. Mae Clarke and Kent Douglass convincing in the leads. (Aug. 18)

Woman Between—Radio (73). Good Lily Damita picture for the women fans, but not recommended for family trade. (Aug. 25)

Young As You Feel — Fox (72). Good, clean entertainment that should register big in any house. Will Rogers as good as ever. (Aug. 18)

The 2 GREATEST OUTDOOR STARS ON THE SCREEN *today*



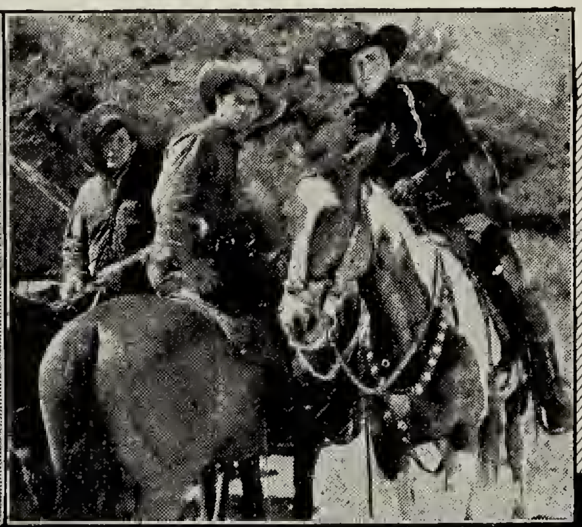
"Action!" demanded the public and Columbia answered with action aplenty by Buck Jones and Tim McCoy who have literally galloped into the hearts of hundreds of thousands of film fans.

So impressed was Variety's reviewer with the type of product Columbia is turning out, that he suggests that "every producer of out-door pictures should see these actions in every inch of the film."

Buck Jones and Tim McCoy are proving life-savers to exhibitors everywhere.

BUCK JONES

His personality box-office.
His stunts fresh and daring.
His stories smart and thrilling.
His productions powerful.



TIM McCOY

His characterizations sterling.
His public favor far reaching.
His performance breath-taking.
His productions masterful.

COLUMBIA LEADS IN FAST MOVING PRODUCTIONS

NEWS FROM EVERYWHERE

CURRENT EVENTS GATHERED FROM ALL PARTS OF THE COUNTRY

DUAL FILM CONFAB

Chicago—All local Warner theatres are now double-featuring following the successful policy at the smaller Warner houses. A meeting was held last week to determine whether the policy should be continued. No agreement was reached after a six-hour session.

STOPS STAR SYSTEM

Dallas, Tex.—The use of stars in rating pictures has been discontinued by the "News" here as the result of efforts on the part of John J. Freidl, Publix de luxe division manager. Freidl's contention was that, although two stars are supposed to designate that a picture is "good," to the public this is damnation with faint praise, and unless a picture gets at least three stars most folks stay away from it.

BOMBING PREVENTED

Birmingham, Ala. — Efforts to stench-bomb the Strand Theatre here failed when an usher observed two boys carrying a package which was leaking. It was later learned that the boys had been offered $2.50 each to do the job. The Strand is a unit of the Birmingham Theatrical Amusement Co. houses which recently went non-union when operators refused to take a cut in wages.

FUNERAL FOR LOWRYS

Cincinnati — Funeral services were held September 27 for Mr. and Mrs. Arnold Lowry, who were recently drowned while sail boating on Lake Erie. Both were well known in the film industry, Mrs. Lowry having been secretary of the Cincinnati Film Board of Trade, and her husband Columbia auditor.

PLANT NEAR COMPLETION

Kingsport, Tenn.—The Tennessee Eastman Corp., subsidiary of the Eastman Kodak, will be ready soon to begin operations here at its vast plant now nearing completion. Acetate yarn, a synthetic textile chemically related to "safety" film, will be manufactured.

STARLING TO ALLIED

Dallas, Tex. — R. V. Starling, well-known film salesman, is now representing Allied Film Exchanges.

"FINAL" WOWS CLEVELAND

Cleveland — Fifteen minutes after the Lake Theatre here opened with the initial performance of Warners' "Five Star Final" every seat in the house was occupied. The picture is being held a second week, and although booked for four days at the Variety and Uptown playing simultaneously with the Lake, the picture was held a full week at each. This is the equivalent of a four weeks' first run.

MYERS TO SPEAK

Pittsburgh—Abram Myers, president of Allied, is slated to speak at the annual sessions of the M. P. T. O. of Western Pennsylvania and West Virginia here on October 5.

FRANKLIN CONFIRMS

Los Angeles—Howard Franklin last week confirmed the Hughes-Franklin deal for the Paramount and United Artists theatres here. These houses recently were purchased from Publix.

UNION PROBE

Albany — Charges have been made to Governor Roosevelt against District Attorney Thomas C. T. Crain of New York for failure to act in connection with alleged racketeering of officials in conducting the affairs of the M. P. Machine Operators' Union of Greater New York. The Court of Appeals has handed down a decision giving two operators a complete victory against Sam Kaplan, union president. The operators have been fighting for two years to get an accounting of union funds spent over a period of three years.

ASK ALLIED "REFORMS"

Mt. Clemons—The Detroit Exhibitors Club is expected to present a list of suggested "reforms" to members of Allied T. O. of Michigan in session here today. If the club demands are met, it is understood the organization will return to its former policy of a strictly social group. If not—well, many reports are current.

TELEVISE "STORK MARKET"

New York—Columbia Pictures' Krazy Kat cartoon, "The Stork Market," produced by Charles Mintz, has the distinction of being the one motion picture to be used by Sanabria Television in its demonstration, which is one of the features of the Eighth Annual Radio Electrical World's Fair, in New York.

16 MM. BUYS PLANT

Palisades, N. J.—International 16 mm. Pictures, Inc., has acquired the Hudson Film Industries Laboratories here. Present 1,500,000 feet weekly capacity of the plant will be increased to approximately 4,000,000 feet weekly. Negotiations for a second laboratory for treatment of both 16 and 36 mm. film are understood to be under way.

SPECIAL MISS. SESSION

Jackson, Miss.—Special session of the Mississippi Legislature, called by Governor Bilbo to raise needed state revenue, is being watched with considerable interest by exhibitors in this territory.

CHANGES IN OHIO

Cincinnati—Allen Moritz, former Cleveland Tiffany manager, has been appointed manager of the Columbia exchange in Cincinnati. He succeeds Morris White. William Rosenthal has succeeded Clifford Almy as local United Artists manager.

TORTURE IN CHI. WAR

Chicago—Personal violence entered the local operators' war here last week when Michael Aivey, imported operator at the Adelphi on North Clark street, and Wallace Lindley, usher at the same house, were kidnapped, tortured, beaten, and robbed by four men. A reward of $500 for arrest and conviction of the perpetrators of the outrage has been offered by Ludwig Sussman, owner of the theatre. The strong-arm tactics are interpreted as opening a further breach in the theatre-operator tussle.

EASTMAN MUST PAY

Philadelphia—Back dividends of $853,500 must be paid by Eastman Kodak Company to the Alien Property Custodian on stock issued to a German corporation in 1903 for part of its business in Europe, and which was seized during the war, according to a recent decision by the U. S. Circuit Court of Appeals.

ASK FEDERAL RULE

Denver—A resolution passed by the House of Deputies and Bishops at the convention of Protestant Episcopal Churches here calls upon the government to establish a Federal Commission to govern motion pictures the same as radio. Submission of the resolution was accompanied by a letter from Canon William Sheafe Chase, in which the Canon severely criticized motion pictures and Will H. Hays.

NAME CITY CHAIRMEN

Atlanta—The newly-formed district committee on unemployment relief met here last week and appointed chairmen for each key city in the Southeast. These chairmen will assemble exhibitors in their cities and bring about the selection of city committees.

H-F DIVISION OFFICE CLOSED

Kansas City—October 10 is the date set by Hughes-Franklin for the closing of its divisional offices here. According to present plans, Rick Ricketson, who has been in charge, will be made manager of the Southern California division. R. S. Campbell remains as city manager.

PUBLIX DROPS FOUR

Macon, Ga.—Latest step in the disorganization of Publix in the Southeast is the passing of four Publix houses here to the Lucas chain of Atlanta. Publix now operates only one house in Georgia, that being the Georgia in Atlanta. Rumors are rife concerning early passage of this unit to other hands.

BUYS WAR., F. N., VITA.

Jacksonville — Contracts have been closed between E. J. Sparks circuit of some 65 houses in 40 situations and Warner, whereby the entire Warner Bros., First National and Vitaphone product for 1931-32 will be played over the chain of state houses.

NO N. O. TRUCE

New Orleans—Failure of Associated Theatre managers and the local musicians' union to agree on contract terms for the coming year may necessitate turning the matter over to Joseph N. Weber, president of the American Federation of Musicians.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

UNCLE CARL LAEMMLE is back in the film city after two months in Europe and one month in New York. “General conditions are not normal by any means,” he said. “But America is fortunate in comparison to Europe and if we quit talking about depression and really practice prosperity we'll have it.”

Pondering over the number of times Uncle Carl has made a trans-Atlantic voyage, we wouldn't be surprised to see a release coming from Universal titled “The 28th Crossing.”

* * *

A supplemental contract form for use when players are engaged for roles on a stipulated sum and time guarantee basis, has been distributed to the studios by the Academy of Motion Picture Arts and Sciences. This becomes effective immediately. The contract supplements the standard “minimum contract for artists” established by the Academy two years ago.

* * *

Emslie Emerson, El Brendel's wife (in the “Big Trail”), returns from Europe accompanied by a new picture—a water color portrait of her “Mona Lisa” features.

* * *

Heavy production schedule at Monogram studios marks the return to picturedom of I. E. Chadwick, well known producer of silent days, according to announcement by Trem Carr, Monogram production head. Pictures allotted to Chadwick by Carr's decision are “The Western Limited,” “The Law of the Sea,” “Police Court” and “The Fatal Alarm.” Trem Carr personally will produce remaining Monogram melodramas and westerns and seven Bob Steeles.

* * *

Will Rogers is contemplating a visit to England and possibly Russia. Will is to be accompanied by Mrs. Rogers and their daughter, Mary. Young Bill will be attending Stanford University, and Jim, the youngest of the family, at military school in New Mexico.

“It's best for the kids to be in school even when we're home,” Bill says. “We can't learn 'em anything at home—especially manners.”

* * *

Film companies and studio officials are named defendants in a suit on file in superior court for $6,000 over the asserted sale of the novel “Women Like Men,” written by Georgette Carneal under the name of Allen Leigh.

The suit, filed in behalf of the Macauley Company, publishers, names Pathe Studios, RKO Studios, E. B. Derr, Charles Sullivan and Andrew J. Culp as defendants. The Macauley company charges the defendants agreed July 19, 1930, to purchase the screen rights to the novel, but later refused to make payments.

* * *

We hear on all sides that Harry Carey is planning to organize an independent company to produce westerns. Carey is signed for “Law and Order” with Walter Huston at Universal but present gossip is that he plans to make eight westerns with “Cavalier of the West” chosen as the first story and John McCarthy under consideration for the directorial assignment.

* * *

A picture without stars will be coming from Radio Pictures if present plans develop. The vehicle contemplated is said to be “High River,” purchased several years ago. It is considered ideal for the development of the many young players now at this studio.

* * *

Laurel and Hardy will not hog the field as comedians of feature length fillums. News comes from the Universal lot that Slim Summerville and Zasu Pitts are to be teamed in a full length comedy. The story was written by Dale Van Every and is titled “Pudge.” Thornton Freeland is slated to direct.

* * *

A wag from the Fox lot tells us that James Dunn is lined up to play opposite Janet Gaynor in “Heart Free.” Dunn made his screen debut with Sally Eilers in “Bad Girl.” He will burst forth into song in this new opus. Words and music by Buddy DeSylva.

* * *

Roy D'Arcy is back from a tour behind the footlights. He returns to the screen as the menace in “The Gay Buckaroo” western special produced by M. H. Hoffman, Jr., starring Hoot Gibson.

* * *

David Howard is to direct his first feature length production in English. He has been given the directorial assignment on George O'Brien's next starring vehicle for Fox, “The Rainbow Trail.” Howard was assistant director to King Vidor before directing Spanish versions for Fox.

* * *

Beauty contest winners still crash into cinema land. The latest to secure a contract is Helen Robinson, winner of the “Miss Sweetness” contest held by the National Confectioners' Association. She has been signed by M-G-M. She will have six months' training and of course her name will be changed—we are speaking cinematically.

* * *

Sheila Manners, Gibson Gowland, James Marcus, Jack Richardson, Frank Lackteen and Hank Bell will be in the supporting cast of “Land of Wanted Men,” Monogram western, starring Bill Cody and 12-year-old Andy Shuford, according to an announcement by Trem Carr, Monogram production head, and selected by Harry Frazier, director. “Land of Wanted Men” is the fourth of the “Bill and Andy” western series.

* * *

Judith Wood goes from supporting parts to a leading role in one leap. She will have the feminine lead in Paramount's “Working Girls,” with a supporting cast composed of Charles (Buddy) Rogers, Stuart Erwin and Dorothy Hall. Her name was changed from Helen Johnson to Judith Wood when she signed a term contract with Paramount. She came to the notice of Paramount execs through an excellent bit performance in “The Divorcee.”

WE MEET

NOAH BEERY

We dropped in at Monogram studios to find that Noah Beery, doing the heavy lead in “In Line of Duty,” had a real fan following. A sturdy stage hand was following him around with an electric fan to keep him looking cool enough for a Canadian trapper.

Another cooling influence, however, was quite noticeable on the heretofore radiant features of Trem Carr, Monogram production head. As he closed the door of his private sanctum Noah let out a hearty laugh and exclaimed, “There goes my pal!” He continued to chuckle gleefully then added: “Yes, sir, and what a fisherman he turned out to be.”

It seems that Producer Carr had gotten Noah to appear in “In Line of Duty” by promising him some good fishing while on location and took him to a spot where there wasn't a trout within a hundred miles.

In order to show Carr that he held no grudge Noah assured him of some real fishing and a big catch by inviting him to his Paradise Trout Camp over the week-end. Just before Trem Carr arrived, however, Noah gave his pedigreed trout the biggest meal they'd had in six months.

Carr spent the whole week-end dangling his hook in front of the noses of the biggest trout he'd ever seen without getting even a bit.

Speaking of his role of the French Canadian trapper in Monogram's “In Line of Duty,” Noah expressed the belief that it would stand alongside of his Sergeant Lejune in “Beau Geste,” and his title role in “The Sea Wolf.”

He commented highly upon the work of James Murray and Francis McDonald, said that he thoroughly enjoyed playing with Sue Carol and thought she was a “great little trouper.”

We have an open invitation to his Paradise Trout Camp and we shall avail ourself of the opportunity at some future date, dropping in on short notice without giving him time to tip the trout off.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

The Man From Death Valley

Monogram—60 Minutes

Cast: Tom Tyler, John Oscar, Gino Carrado, Stanley Blystone, Betty Mack, Si Jenks. Directed by Lloyd Nosler.

A pleasing action story with some thrilling gun play and fast riding. The story concerns a sheriff in league with a pair of bandits and their plans to hold up a cattlemen's bank. Tom Tyler, hiding his identity as a United States marshal sent out to break up the gang, furnishes the suspense. He overhears the plot to rob the bank at a certain hour and beats the robbers' time by making the haul himself. He is caught by the sheriff who also discovers the hiding place of the gold, going back for it later to double cross the bandits. Tyler is on the verge of being lynched when he makes his escape from the jail through the aid of his sweetheart and all ends well with the thieves falling out and killing themselves off.

SELLING SEATS: Play up Tom Tyler. Decorate your lobby in Western style, and don't forget a cactus or two. Dress a man to resemble a U. S. Marshal, minus the badge of course, and place a card on his back proclaiming "I'm looking for 'The Man From Death Valley.' When last seen he was headed for the Blank Theatre."

A Dangerous Affair

Columbia—71 Minutes

Cast: Jack Holt, Ralph Graves, Sally Blane, Susan Fleming, Blanche Frederici, Edward Brophy, De Witt Jennings, Tyler Brooke. Directed by

Here we have an excellent comedy mystery drama that is fast-moving and gripping in its suspense. Ralph Graves plays the part of a small-town reporter who robs Sally Blane of her necklace in order to stir up some news for his paper, and to help his police lieutenant friend, Jack Holt, win fame and promotion. But little does he realize the trouble he stirs up for everyone concerned. Jack Holt takes the necklace from Graves, intending to return it to Sally; then someone in turn steals the necklace from Holt. Then things begin to happen in rapid succession. Most of the story takes place in a haunted house, where the will of Sally's uncle is read. The strange, crackling laugh of the lawyer is terrifying. Queer noises are heard. Spooks and ghosts appear, and mysterious shadows are seen in the haunted house. Moreover, the lawyer and a jeweler are found murdered. But, of course, our two gallant heroes solve the baffling mystery.

SELLING SEATS: Play up the Holt-Graves combination by reference to "Submarine," "Flight," "Dirigible." The haunted house angle is good. Give a prize for the best haunted house story. Play up the reporter part—the newspapers will aid in this. Suggested catchline: "Make it your affair to see 'A Dangerous Affair' at the Blank Theatre."

Alexander Hamilton

Warner Bros.—73 Minutes

Cast: George Arliss, Doris Kenyon, Montague Love, Lionel Belmore, Dudley Digges, Alan Mowbray, June Collyer, Rolf Harolde, Charles Middleton, Morgan Wallace, John T. Murray, Gwendolin Logan. Directed by John G. Adolfi.

Screen adaptation of play written by Arliss and played on the stage by him about 14 years ago. This historic story of that part of Alexander Hamilton's life which most Americans have overlooked is an achievement of which he may be justly proud. Story opens with Washington's farewell to his army and goes into the story of Hamilton's efforts to establish the credit of the new nation by having a central government assume the indebtedness of the various states. Masterful strokes of diplomacy in outwitting his political enemies even in the face of a blackmailing scheme to wreck his home life give Arliss a chance to display his superb ability and adds another to his triumphs on the talking screen. The supporting cast was well chosen and the direction of the best. Settings and costumes in keeping with grandeur of production. Entertainment of the highest standard.

SELLING SEATS: The star is best selling angle. Tie up with schools on historical story.

Wicked

Fox—55 Minutes

Cast: Elissa Landi, Victor McLaglen, Theodore Von Eltz, Una Merkel, Allen Dinehart, Oscar Apfel, Irene Rich, Blanche Payson, Kathlen Kerrigan, Eileen Percy, Mae Busch, Blanche Frederici, Lucille Williams, Alice Lake, Ruth Donnelly, Edmund Breese. Directed by Allan Dwan.

Miss Landi as the wife of a bank employee who has gone wrong. In attempting to aid him escape capture she accidentally shoots an officer and on circumstantial evidence is sent to jail. The husband is killed trying to get away. She is about to become a mother and when the child is born she gives it in care of a society who places it with a wealthy family for adoption. Victor McLaglen as a former suitor hears of her plight and fights for her freedom and the regaining of her child. This accomplished they sail back to Australia together. Too much sordid prison sequences and only for brightening up by Una Merkel as a helping friend the picture would be rather morbid. Women will like it from the mother-love angle. Rates only fair entertainment value.

SELLING SEATS: Plenty of names to conjure with in this one. Title a bit misleading but can be used to arouse curiosity.

Penrod and Sam

First National—71 Minutes

Cast: Leon Janney, Matt Moore, Dorothy Peterson, Zasu Pitts, Junior Coghlan, Johnny Arthur, Chas. Sellon, Wade Boteler, Helen Beaudine, Nestor Abner, Billy Lord. Directed by William Beaudine.

Booth Tarkington story that never grows old. Made in silent form by First National in 1923 this picture will draw many who will want to see it again, especially with a new cast and since Leon Janney, the juvenile lead of "Father's Son," plays the part of Penrod. It is just the type of picture for family showing and it wouldn't hurt to see more of this kind made.

SELLING SEATS: Just advertise the name of the picture and word of-mouth advertising will do the rest. Libraries and book shops will gladly cooperate. Get the schools interested in a special matinee performance.

SHORT SUBJECTS

A Burglar to the Rescue

Universal—22 Minutes

The first of the Shadow Detective series filled with plenty of thrills and creepy suspense by the use of a shadow projected throughout the reel, with the voice of the shadow forecasting the retribution that awaits the criminal. Mystery and suspense is dominant throughout, but the ending leaves the impression that the story is to be continued in the next reel. The numbers in this series are more than just program fillers. They should help draw regular patronage.

Beach Pajamas

RKO-Pathe—20 Minutes

This number just rates fair. It is one of the Traveling Man comedy series, with Louis John Bartels in the title part. The hero gets in a tough jam when he tries to flirt with the fiancee of the owner of a large department store, whom he intended to sell.

Poker Widows

Educational—20 Minutes

This Mack Sennett comedy is a scream with the famed vaudevillist, Arthur stone, and Patsy O'Leary, who is said to be one of Hollywood's fastest thinking wisecrackers. Instead of old slapstick comedy there is excellent dialogue and more plot. Besides there is a good lesson for both husbands and wives in showing how a Royal Four-Flush may be just a bride's mistake.

Fast and Furious

Universal—19 Minutes

Featuring Daphne Pollard, this two-reeler is mostly custard pie-throwing and the usual slapstick comedy in which Daphne has been seen time after time. In practically the whole show all she does is flop ungracefully on the sidewalk. There is nothing really funny. It is just a mess from start to finish.

MINUSA MINUSA

You Cannot
Be Wrong
if you
Start the
New Year
With a

MINUSA
Sound Screen

MINUSA CINE SCREEN CO.
2665 Morgan—St. Louis, Mo.

The Bifocal F2.0 Super-Lite Lens

This new convertible Projection Lens that meets all the requirements presented with the use of both Sound and Silent Film, without changing the Projection Lens in the machine.

The manner in which the sound picture is shifted and centered on the screen is just another quality of this wonderful product.

Projection Optics Co., Inc.
330 Lyell Ave., Rochester, N. Y., U. S. A.

MERRY
CHRISTMAS
to our
EXHIBITORS
and a few
SUGGESTIONS

The
HOUSE ORGAN
no Exhibitor can
Afford to be
without.

For Sale by all
Leading Dealers.

RADIO-MAT
PATENTED

RADIO-MAT SLIDE CO. MAKERS

NEW YORK

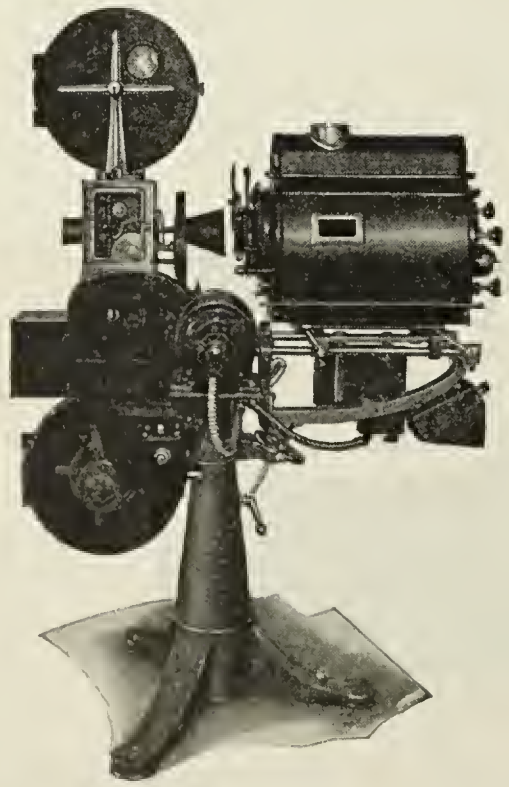
Let Your Audiences Sing Christmas Songs — Make Special Christmas Announcements — Have Amateur Stunts in Your Christmas Program. Procure Special Christmas Advertisements. Easily and Economically Project All These Specialties With

RADIO-MAT SLIDES

IS THE STATIONERY OF THE SCREEN

RADIO - MAT SLIDE CO., INC.,
Manufacturers
NEW YORK CITY

Announcing New Model "U"



Model "U"
Showing Its Application to
RCA Photophone

Superior *Projector*

Universally Adapted to All Types of SOUND REPRODUCER EQUIPMENT for Either Film or Disc Recording.

Outstanding Improvements Include:

New Head Mechanism especially adapted to sound without requiring special adapters. Double bearing movement with special features. Rear Shutter that is practical. Improved framing device that is superior to any other. Quick changeover Mask that is simple and efficient. New Mounting especially adapted to sound attachments. Lower magazine with take-up bracket and pulley. Other refinements.

MOST PRACTICAL AND EFFICIENT PROJECTOR FOR RENDERING QUALITY SOUND PROJECTION.

Send for descriptive circular. Ask our dealers for a demonstration.

Manufactured by

Coxsackie Holding Corporation
COXSACKIE, N. Y., U. S. A.

The CLEARING HOUSE

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Ten Cents per word payable in advance—No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

FOUR PAIR low intensity lamps and rectifiers cheap for cash. Strong Lamp Co., 416 Film Bldg., Detroit, Mich. 1-27

ONE ROLL King's acoustical felt; cost $35; will take $25. Queen Theatre, Pilot Point, Texas. 1-6

TWO SIMPLEX, perfect condition, $750; Kipp talking equipment for $350; will sell together or separate for cash. G. W. Belcher, Iowa Park, Texas. 1-6

ROYALTONE disc equipment in fine condition; seven tube amplifier; Wright-DeCoster speakers. Can be had on very easy terms at a low price. Call or write Jenkins Music Co., Wichita, Kas. 1-13

EQUIPMENT WANTED

TWO USED SIMPLEX machines. Regent Theatre, Wayland, Neb. 1-6

USED SIMPLEX mechanisms and machines in any condition. Highest cash prices. We pay freight. Northern Theatre Supply Co., 19 Glenwood Ave., Minneapolis, Minn. tf

WE BUY and pay highest cash prices for Simplex machines, motor generators, reflector lamps, rectifiers, etc. Give full details first letter. Monarch Theatre Supply Co., 154 Calhoun, Memphis, Tenn. tf

THEATRES WANTED

THEATRE OWNERS wanting to sell, get our plan. We have a direct buyer to seller method. Kashfinder, Wichita, Kas. tf

THEATRE LOBBY FRAMES

Manufacturer to you; low cost. Gem Frame Co., 2805 Brighton, Kansas City, Mo. c3-17 (16)

POSITIONS WANTED

PROJECTIONIST — Six years' experience, Simplex or Powers machines; any disc sound; any light; will go anywhere. Write or wire. La Vern Simpson, Box 293, Kingsville, Texas. 1-6

THEATRES FOR SALE

WE ARE EXPERTS on theatre sales and purchases. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 1-6

262-SEAT HOUSE; splendid sound; owner old; retiring from all business. Inquire quickly. Lyric Theatre, Waterloo, Ind. 1-6

LEASE on one of Virginia's finest and best theatres; one of the best sound houses in the universe costing around one hundred and fifty thousand; also lease on silent house located in a real live and up-to-date section. For further information write or wire R. W. Sherrill, Lincoln Theatre, Marion, Va. 1-6

CAN SELL YOUR THEATRE QUICKLY. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 1-6

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following want ad_________times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

Little Tips To BIG Things

Always Mention Associated Publications in Writing to Advertisers

Affiliated Theatre Supply Dealers

THE TRIED AND PROVED IN EQUIPMENT FOR THE THEATRE

(36 Stores from coast to coast)

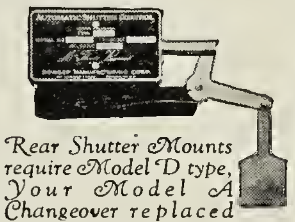
AFFILIATED THEATRE EFFICIENCY SERVICE SUPPLY DEALERS

Automatic Shutter Control

with 3-wire circuit foot switch

The Standard Changeover

Fits Motiograph Model B, Simplex and Super-Simplex and Sure-Fit. With or without Rear Shutter Mounts.



Rear Shutter Mounts require Model D type, Your Model A Changeover replaced with Model D type. Liberal Allowance for Model A.

Simple for mounting and replacements; every part machine tooled and precision assembled. Special wound coils for D. C., any voltage, and for A.C., any voltage and frequency. 3-wire circuit foot switch allows synchronization of all projectors with effect machine.

DOWSER MFG. CO.

691 Lincoln Place -:- Brooklyn, New York

RCA PHOTOPHONE

NEW YORK CITY
411 Fifth Ave.

United States Branch Offices

Albany, N. Y. ......State and Eagle Sts.
Atlanta, Ga. ....101 Marietta St.
Boston, Mass. Room 706 Statler Office Building, 20 Providence St.
Chicago, Ill. ....100 W. Monroe St.
Cleveland, Ohio ......Suite 203 Film Bldg.
Dallas, Texas ....Room 824 1700 Commerce St.
Denver, Colo. ....Room 1014 U. S. National Bank Bldg.
Detroit, Mich. ....Suite 603 Fox Theatre Bldg.
Kansas City, Mo. ...1717 Wyandotte St.
Los Angeles, Calif...811 Hollywood Bank Building
Philadelphia, Pa. ...261 North Broad St.
Pittsburgh, Pa. ....William Penn Hotel
San Francisco, Calif. ....Room 2012 Russ Bldg., 235 Montgomery St.
Seattle, Wash. ....Suite 506 Orpheum Theatre Bldg.
Washington, D. C. ....1910 K St. N. W.

STRONG

HIGH INTENSITY
AUTOMATIC REFLECTOR ARC
LAMPS

HEALTHFUL

KOOLER-AIRE

NATURE'S REFRIGERATION

for houses with sound equipment
the talking trailer and the sound trailer
two distinct styles
National Screen Service
CHICAGO - NEW YORK - LOS ANGELES

N.A.N. FILM SAFETY CONTROL

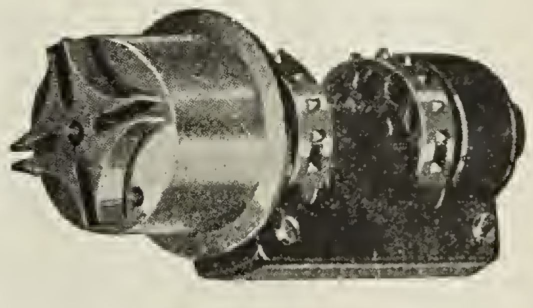
N. A. N. FILM SAFETY CONTROL CO.

Box 207 Johnstown, Penna.

Ask any reliable Independent dealer.

MINUSA SOUND SCREEN

For Steady Patronage



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50.00 —$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2194 — 2004

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

21 Offices to Replace Fulton Retail Stores

Carl H. Fulton, president, has announced that the E. E. Fulton Company will abandon its present practice of selling theatre equipment through retail stores and universally adopt a system of merchandising from officers.

Immediate result of his plan will be the opening, within a few months, of 21 new branches of the Fulton Company, giving it complete coverage of the nation. Fulton states that under the old system complete representation would probably have required nearly five years.

Two important sales aids are a part of the plan. The first is the "model theatre." For the past two years, this has been a vital part of the merchandising at the home office of the company, 1018 Wabash Ave., Chicago. It is planned to duplicate this theatre in three other cities, still to be designated. One will be in the east, probably New York City. Another will be built in the west, and a third in the south.

The second aid is a portable projector and screen, through the use of which salesmen can tell their entire story visually to theatre owners. On 16mm. film, various manufacturers marketing through the Fulton Company have prepared the story of their product. It is planned to provide this equipment to every branch.

"Our plan is going to prove more satisfactory for buyers and more effective for us than the system we are replacing and the reduction of overhead and operating costs will be reflected ultimately in lower equipment prices," Mr. Fulton said.

READING LAMP

New Feature in Carroll Theatre Chairs

Among the many interesting features boasted by the renovated Earl Carroll New York Playhouse, one of the most unique is the reading lamp in the back of every seat.

A small receptacle is built into the back of each chair, into which is housed a small battery flashlight, which burns as long as pressure is applied to a button. The light, which sheds a glow over but a six or eight-inch radius, is intended to enable the patron to scan his program during the performance.

Besides this feature, the chair has a spring upholstered back, full spring seat of the mattress comfort edge type, standards with hidden aisle-lights, covering of brilliant modernistic design mohair plush. The chairs were installed by the American Seating Company, Grand Rapids, Mich.

Westinghouse Dividend

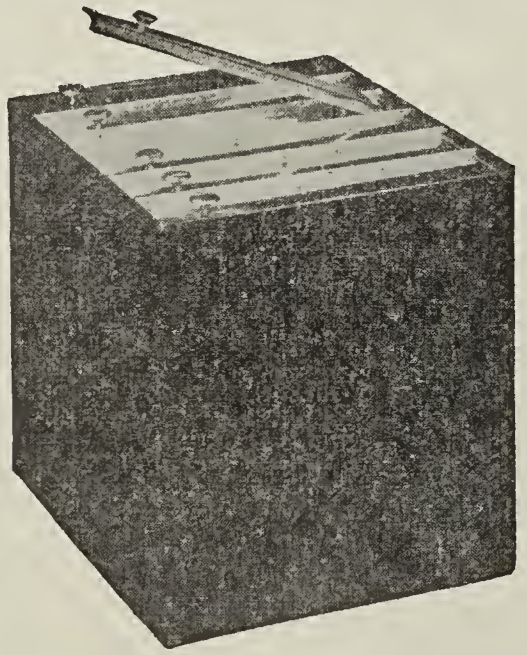
The Westinghouse board has declared a dividend of 1¼ per cent, amounting to 62½c per share, on both common and preferred shares (payable October 31, 1931, to stockholders of record, September 30, 1931), payment of which will make a total of 7¾ per cent paid this year on the par value of both classes of stock, which compares with 10 per cent paid in 1930.

Audiphone Installation

The Goetz Theatre, Monroe, Wis., has contracted for the installation of the Western Electric Audiphone for the hard-of-hearing, C. W. Bunn, general sales manager of Electrical Research Products, announces.

Burgess to ERPI

S. K. Wolf, director of the Acoustic Consulting Service of Electrical Research Products, has added G. V. T. Burgess to his staff. Burgess will specialize in the application of acoustic principles to construction work.



SAFETY
AT MODERATE COST

The National Film Cabinet, as illustrated, to handle six 15-inch reels, double wall air-space protection, made of 24-gauge steel, with automatic stirrup lifting covers, can be bought at your National Branch for only $18.80. Other sizes and capacities proportionately priced.

........Volume

MAKES THESE UNUSUAL VALUES POSSIBLE

"Build a better film cabinet than our customers can buy elsewhere at an equal price and we'll get the business for you." The manufacturer accepted our challenge, designed and developed a product that could not be surpassed for value, began to produce it at a fair price that would place it within the means of every theatre owner and the volume of sales made it mutually profitable to all concerned. Many similar instances prove conclusively why

It Pays You to Trade Regularly at

NATIONAL THEATRE SUPPLY COMPANY

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.
1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa

New Bell Portable for Standard Film

New portable sound equipment for 35-mm. film has been brought out by the Bell Equipment Corporation of New York. The complete projector and sound-on-film mechanism is 71½ pounds, and two projectors in tandem, including all accessories, wire fibre cases, etc., weight (depending on type) 215 or 295 pounds. The apparatus comes packed for easy portability, in cases aluminum-lined and made of ply-wood and asbestos.

This equipment operates on ordinary 110-volt a. c. current, no batteries or motor generator set being necessary. Lighting is by Mazda lamps, 1,000 watts being standard, though 900-watt lamps can be supplied. Lens mounts permit of throws of from 50 to 100 feet.

Lubrication is by a full-automatic splash pump (and the apparatus comes with enough oil for three years of operation without further attention). The intermittent movement is mounted on special ball bearings. The oil sight on the front of the intermittent is removable without disassembling the projector.

A patented governor arrangement has been designed to control the fire shutter and projector lamp. An automatic switch stops the motor and douses the lamp when the film runs out or breaks.

Drive is by means of a belt running directly to the intermittent drive shaft, while the motor develops 1/5 H. P., 3,500 r.p.m., and weighs nine pounds. An air-impeller is mounted on the motor shaft for cooling.

The exciter lamp, optical system, and sound gate are mounted on the same casting, and the exciter lamp supply is controlled from the main control panel, with no switches on the projectors. In the tandem layout, both projectors are controlled from the same panel, with the panel carrying an ammeter for each exciter lamp.

Amplification is five-stage, all a. c. operated, with provision for filtered a. c. current to the photocell at voltage varying from zero to 200. Visitron calcium cells are standard equipment. The fader is automatic. Speakers are dynamic and come in pairs mounted on a 28-inch baffle (the packing case being the baffle when opened).

NEW REAR SHUTTER

Device for Powers Said to Reduce Aperture Heat

A rear shutter especially designed for use with Powers projectors, and which its makers claim will reduce the aperture heat by 78 per cent, has been placed on the market by the Knowles Rear Shutter Company of Los Angeles. Its makers claim this new device will mean a very great reduction of damage to film caused by the excessive heat produced by modern light sources.

The company provides a new framing device to replace the lever employed on the Powers mechanism, having discovered that this old device could not be used if a rear shutter was installed. Another unique feature is claimed in the provision for advancing or retarding of rear shutter speed while the projector is in operation.

REORGANIZE DEPTS.

Westinghouse Groups for Industry Classes

Westinghouse Electric and Manufacturing Company has been reorganized under the direction of O. F. Stroman, industrial sales manager. The reorganized department is composed of units grouped according to the main classifications of industry.

Two assistant sales managers and 14 divisional managers have been appointed and the new organization also provides for the grouping of specialized engineers with every sales division.

Bernard Lester and C. B. Stainback have been appointed assistant sales managers. Lester will have general charge of directing from headquarters the development of business with industrial users of electrical equipment. Stainback will have charge of apparatus applying to these industrial groupings.

CHRISTY TO G-M

Scientist Augments Company Laboratory Staff

G-M Laboratories, Inc., of Chicago, manufacturers of the Visitron Photoelectric Cell, announce the recent appointment of Dr. Andrew Christy to its engineering research staff. Dr. Christy received his degree in physics in 1928 from the University of California at Berkeley.

Dr. Christy's new duties will be in the field of photoelectric phenomena, enlarging the theoretical and experimental studies that have been in progress during the past six years in the company laboratories.

OPERADIO DEVICE

New Sound on Film for Smaller Theatres

A new sound apparatus designed for use of sound-on-film in small theatres seating not more than 800 people has been placed on the market by the Operadio Manufacturing Company of St. Charles, Ill. It's price is quite low, and the manufacturer claims great excellence in results.

It is operated entirely by a. c. No batteries or motor generators are required. The photo-electric cell amplifier, the power amplifier and the complete power set are all contained in one compact unit. It may be used sound-on-disc and for microphone operation. It supplies a microphone current button. It may be used with any head using the caesium type photo-electric cell. The tubes are one 24, and two 81's, all of them low-priced tubes.

The amplifier supplies the exciter lamp, photo-electric cell and microphone button current. A line voltmeter and control make possible the power line voltage. There are an ammeter and control which permits of adjustment of exciter lamp current, and the voltage applied to the photo-electric cell may be varied at the will of the projectionist. The volume control of the changeover switch is mounted upon the side of the apparatus immediately above the two wires.

NEW VISITRON CELL

Smaller Photoelectric Cell Developed by G-M

A photoelectric cell of medium size with a globular bulb has been developed by the G-M Laboratories, Inc., of Chicago, as an addition to its line of Visitron cells.

This cell measures two and 13 sixteenths inches from the bottom of the bakelite base to the top of the bulb. The bulb itself is one and 15 sixteenths inches in diameter.

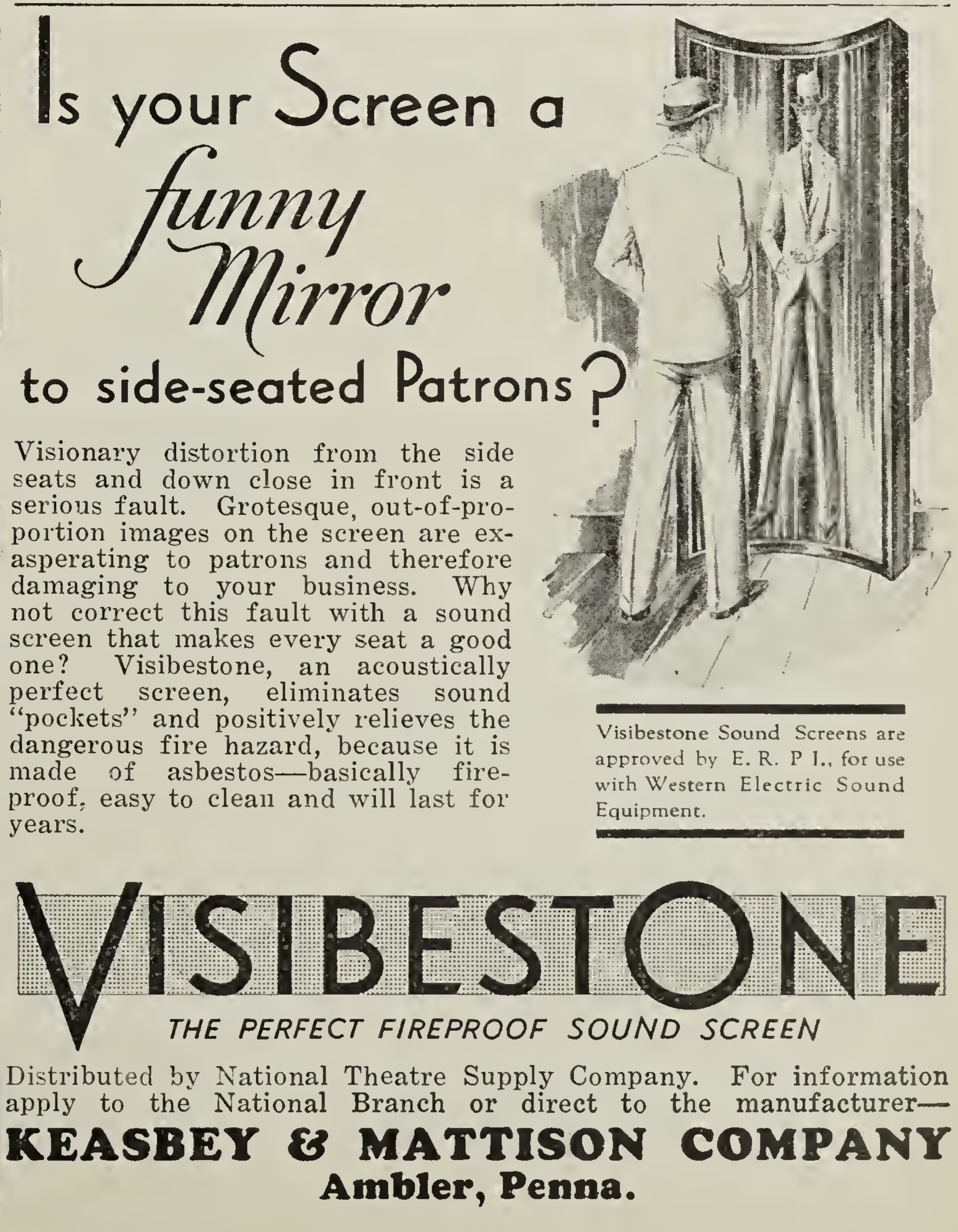
Report from the G-M Laboratories is that the sales of Visitron cells, made through the National Theatre Supply Company, have increased 50%.

DEPENDABLE
GARVER
KURRENT
CHANGER

Quiet in operation. Does not interfere with sound system or radio. Recommended by three leading lamp manufacturers as the ideal rectifier for low intensity projection. Write for Complete information today.

Garver Electric Co.
Union City, Indiana

Ask
Your
Dealer


Is your Screen a *funny Mirror* to side-seated Patrons?

Visionary distortion from the side seats and down close in front is a serious fault. Grotesque, out-of-proportion images on the screen are exasperating to patrons and therefore damaging to your business. Why not correct this fault with a sound screen that makes every seat a good one? Visibestone, an acoustically perfect screen, eliminates sound "pockets" and positively relieves the dangerous fire hazard, because it is made of asbestos—basically fireproof, easy to clean and will last for years.

Visibestone Sound Screens are approved by E. R. P I., for use with Western Electric Sound Equipment.

VISIBESTONE
THE PERFECT FIREPROOF SOUND SCREEN

Distributed by National Theatre Supply Company. For information apply to the National Branch or direct to the manufacturer—

KEASBEY & MATTISON COMPANY
Ambler, Penna.

Nine New Comedies From Educational

Hollywood — Educational Pictures has been having a more active season than ever before in its long career as specialists in short comedies.

Nine production units are at present at work on as many Educational subjects. William Goodrich is directing "Queenie of Hollywood," the first in this season's "Hollywood Girl" comedies, in which Virginia Brooks, Rita Flynn and Jeanne Flarrin essay the roles of three girls with a strong cinematic urge. "One Quiet Night," a Cameo Comedy, is being cut and edited, while another in this series, as yet untitled, has gone into production with Billy Dooley, informally known as the "goofy gob," in the leading comic role. Addie McPhail, Louise Brent, Mary Dunn and Lynton Brent are in the supporting cast. Jack Shutta, stage comedian, and comic of the screen, is working in a new Mermaid Comedy, in which Emerson Tracey is playing an important role.

Production on the second Torchy Comedy, as yet untitled, is nearing completion, with Ray Cooke playing the title role and Dorothy Dix, Edmund Breese, Franklin Pangborn, Kane Richmond, Cornelius Keef and Maury "Skid" Drury in the supporting cast. Final cutting is being done on the second in the new Vanity series which Al Christie is producing for Educational. Directed by William Watson, the comedy features Helen Mann, Eddie Tamelyn, Vernon Dent and Jack Duffy, and is called "The Girl Rush".

In the process of cutting also are "Half Holiday," an Andy Clyde Comedy; "The Great Pie Mystery," a Mack Sennett Comedy, directed by Del Lord, and featuring Harry Gribbon, with Harry Myers and Alma Bennett in support; and "Who's Who in the Zoo," a Mack Sennett Brevity, in which Billy Bevan is featured and Spec O'Donnell, Rosemary Theby and Billy Barty appear in the supporting cast.

COLUMBIA BOOKED

27 Fox Houses Buy New Season Product

New York—Columbia Pictures has closed a deal which assures presentation of the company's product in 27 important theatres in Fox's New York Circuit. This includes houses in Greater New York and the surrounding suburbs within a radius of 30 miles. The contract calls for Columbia's Showmanship Group, Short Subjects, Buck Jones' productions and all other 1931-32 product.

Rush Relief Work

(Continued from page 7)

to aid in the industry's co-operation.

Dallas — Aside from individual efforts in behalf of jobless relief, Col. Cole and others plan a Texas "Prosperity Week" to aid in maintaining employee moral and secure a return of confidence. The district committee is in action and the state industry stands ready to co-operate.

San Francisco — Donation of a portion of theatre receipts, presentation of a series of "Needy Family Nights," and general methods of co-operation will be undertaken here in the near future. City committees for this district will be named soon.

Detroit — Members of the district unemployment relief committee plan an early meeting for the purpose of appointing the various city committees.

Chicago—Concerted action on the part of theatre men is expected in relief of unemployed this winter. Facing unprecedented labor troubles, exhibitors are not unmindful of the responsibility for unemployment aid undertaken by the industry.

Boston — The Industrial Relief agencies are swinging into action here. It is generally believed this section will follow a program of co-operation with local and community agencies along lines suggested by the national committee.

Many meetings of the recently-appointed district committees are planned throughout the country. City committees will be named and detailed work of co-operation set in motion. In the meantime the industry presents a solid front in its program of unemployment relief.

Book 1,500 Rockne's

New York — Fifteen hundred theatres booked RKO - Pathe's Knute Rockne football series of shorts to start playing during the first five days of national release date, September 26, reports A. H. Schnitzer, short subject sales manager on Ned E. Depinet's staff. Rockne, himself is heard and seen throughout all of the six pictures in this series made at South Bend with the Notre Dame team.

"Pagan Lady" Held Over

New York—Columbia's "Pagan Lady" was held over for a second week at the New Broadway Theatre, Broadway and 53rd Street.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

THEATRES FOR SALE

PAYING Theatres for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Building, Chicago. 10-6

NEARLY NEW equipment, sound - on - film, Sunday town. Grand Theatre, El Paso, Ill. 10-6

ONE OF THE BEST paying theatres in western North Carolina; will stand investigation. Get in touch at once with T. K. Bowles, Commercial Business Exchange, Greensboro, N. C. 10-27

THEATRES WANTED

CAN Sell Your Theatre Quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago. 10-6

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years). tf

TWO GUARANTEED positively rebuilt Simplex projectors, with or without reflector lamps. Also motor generators, rectifiers, sound screens. Astounding values. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. eow

GIANT RACON speaker with rectifier; good as new; make offer. Liberty Theatre, Malden, Mo. 10-27

REAL BARGAINS—Turntables, $15; pickups, $7.50; Wright-DeCoster speakers, $17.50; Pam 19 amplifiers, $50; voice controls, $7.50; monitors, $1.50; anything in sound. Write us. Square Deal Film Exchange, Film Exchange Bldg., Dallas, Texas. c10-6

TWO Simplex machines, single bearing; one Hertner generator, 20-40 amps., 220 volts; two Peerless reflector arc lamps; two Ross lenses, size 4½. Everything in perfect condition ready to install. No dealers. Julius Mintz, 4 Winchester St., Boston, Mass. 10-6

THEATRE SEATS — 1800 veneer chairs, made by A. H. Andrews Co., excellent condition; will sell in part lots at 50 cents to one dollar. Write Hippodrome Theatre, Newport, Ky. 10-6

UNIVERSAL sound-on-film equipment with two Powers 6B projectors; complete projection and sound; first class condition and perfect results guaranteed. A bargain for immediate installation. C. W. Stehley, Simpson, Kas. 10-6

EQUIPMENT FOR SALE—Con'td

FOUR SIMPLEX MACHINES for sale; in good condition; ready for sound. $475 pair; easy terms. Fox Theatre, 1411 Elm St., Dallas, Texas. 10-6

WEBER disc equipment for sale; first class condition; good as new; $100 for entire outfit. F. E. Perryman, Elizabethton, Tenn. 10-13

EQUIPMENT WANTED

TICKEX Machines Wanted — Will pay cash for all sizes automatic Gold Seal or Simplex Tickex registers. State particulars, size, current, age, etc. Midwest Ticket and Supply Co., One North LaSalle St., Chicago. 10-20

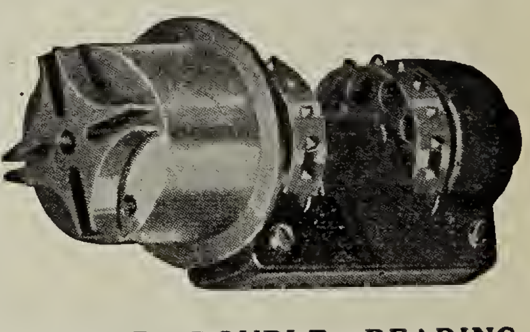
POSITIONS WANTED

AT LIBERTY — Special R C A and Western Electric operator; moderate salary. Wire H. Swatek, 401 Gilbert St., Peoria, Ill. 10-6

SOUND PROJECTIONIST — Four years' experience with circuit, best references; reliable; will go anywhere, anytime. Henry Hanson, 217 Clark St., Alpena, Mich. 10-6

EXPERIENCED sound projectionist and sign painter wants job. Prefer south. Paul Hadley, Piggott, Ark. 10-6

EXPERIENCED sound projectionist standard equipment; locate anywhere. Jack O'Brien, 5953 Wabash, Detroit, Mich. 10-6



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100.

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

We Can Make Immediate Delivery of the

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Cameron's Books Good Enough for Uncle Sam

The Department of Public Instruction, Washington, D. C., says (Dec. 20, 1930):

"The U. S. Army, Navy, Marines, the Bureau of Standards, the United States Veterans Bureau, and practically every other Government Department using motion pictures like ourselves, rely on the CAMERON TECHNICAL BOOKS for our knowledge of the motion picture industry."

SOUND PICTURES AND TROUBLE SHOOTERS MANUAL
S
PI
PRICE 7 50/100
1930
CAMERON PUBLISHING CO.

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

Motion Picture Projection

By JAMES R. CAMERON

Introduction by S. L. Rothafel ("Roxy")

Used since 1918 as the Standard Authority on the Subject.

Fourth Edition — 1,280 Pages 500 Illustrations

PRICE SIX DOLLARS

Motion Pictures with Sound

By JAMES R. CAMERON

Introduction by William Fox (Fox Film Corp.)

Complete information on both the theoretical and practical side of sound motion pictures, with information for the care and operation of all sound equipment in use today.

400 Pages — Fully Illustrated

PRICE FIVE DOLLARS

CAMERON'S ENCYCLOPEDIA OF SOUND MOTION PICTURES

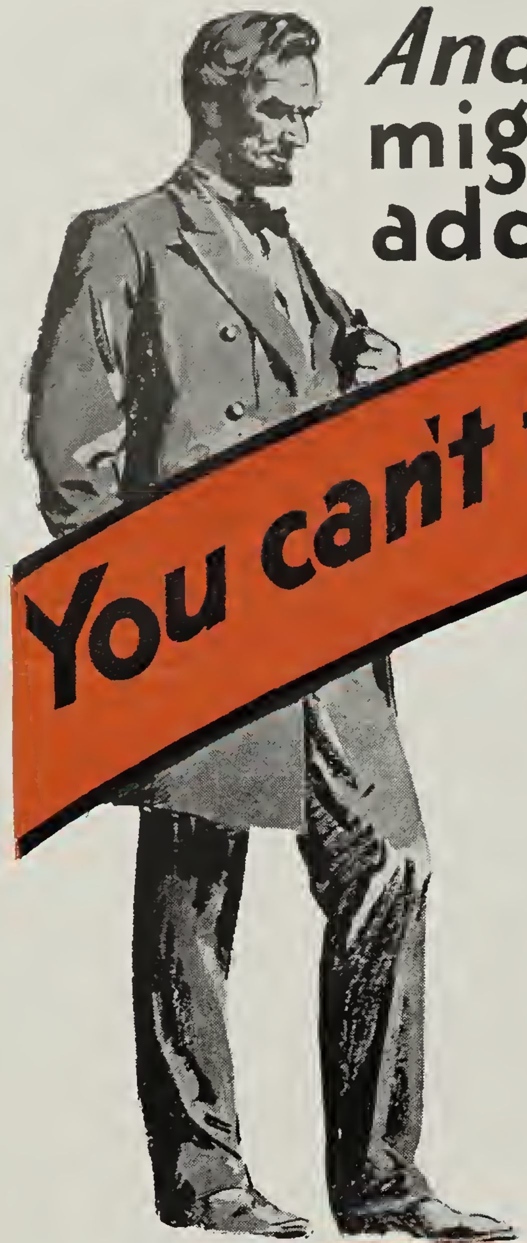
Over 2,000 Terms, Words, Phrases, etc., etc., defined and explained.

The First Encyclopedia of the Motion Picture Business

PUBLISHED AT THREE-FIFTY

Send Cash With Order—Your Books Will Be Shipped Promptly, Postage Prepaid

ASSOCIATED PUBLICATIONS, 4704 E. 9th St., **Kansas City, Mo.**

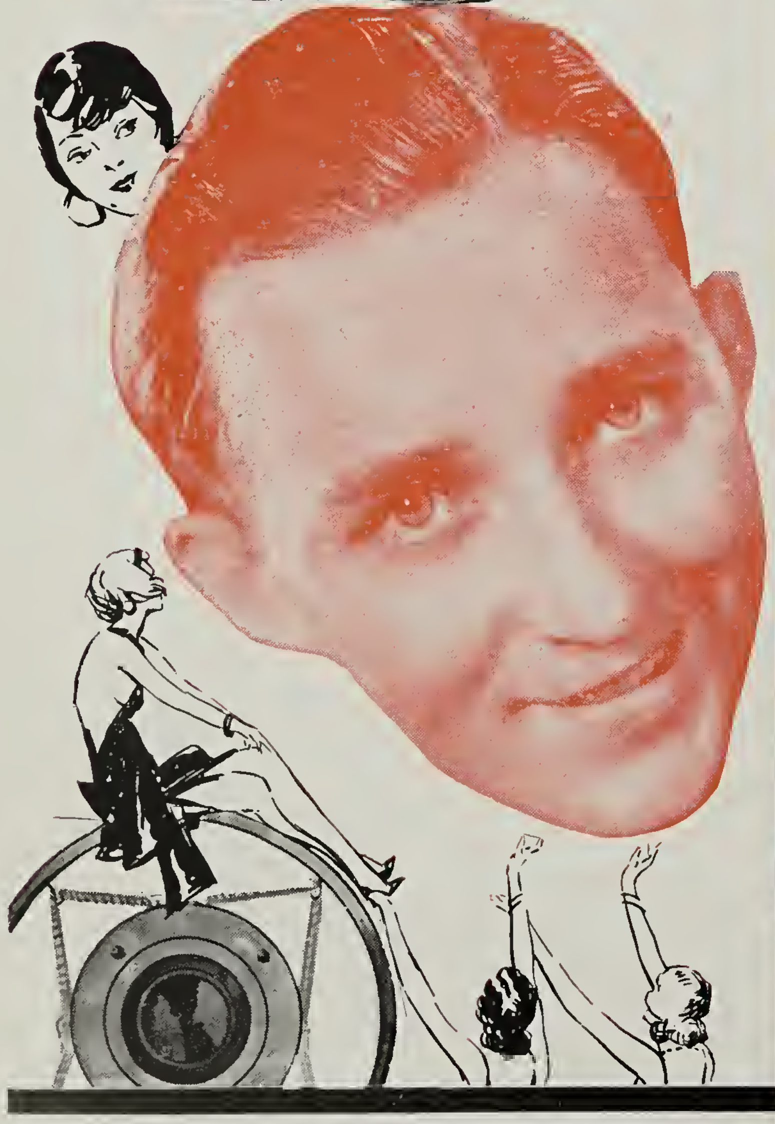


And Lincoln might have added

You can't fool yourself any of the time

YOU may fool the public some of the time, but you can't fool yourself any of the time. Size up your show. Has it balance? variety? speed? spontaneity? sparkle? color? class? If not, you'll be the first to get hep. Then set about pleasing yourself. Remember that the balance of box-office power is in your short features. Use a comedy and two or three one-reel novelties. Vary the showings. Mix 'em up.

See that you have a trade-marked show, short features of the *Educational Pictures* brand. That means cumulative value in screen, fan and national advertising. Eleven years of specialization and concentration by *Educational* have pre-sold and made sure-fire the short feature part of your program.



MACK SENNETT

brings Radio's latest great crooning sensation to the screen in a sensational short comedy

BING CROSBY

in

"I SURRENDER, DEAR"

They'll never forget the baron of baritones singing his favorite number.

"Torchy" is back!

RAY COOKE

in

"TORCHY"

First of the new talking comedies from the famous Sewell Ford stories. With Dorothy Dix, Edmund Breese, Franklin Pangborn.

Produced by C. C. Burr

● **EDUCATIONAL FILM EXCHANGES, Inc.,** *E. W. HAMMONS, president*

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Educational Pictures

"THE SPICE OF THE PROGRAM"

OCT. 13, 1931
VOLUME XII NUMBER 21

MOVIE AGE

ERPI WINS SUIT AGAINST STEFFES, PEOPLES THEATRE CO.

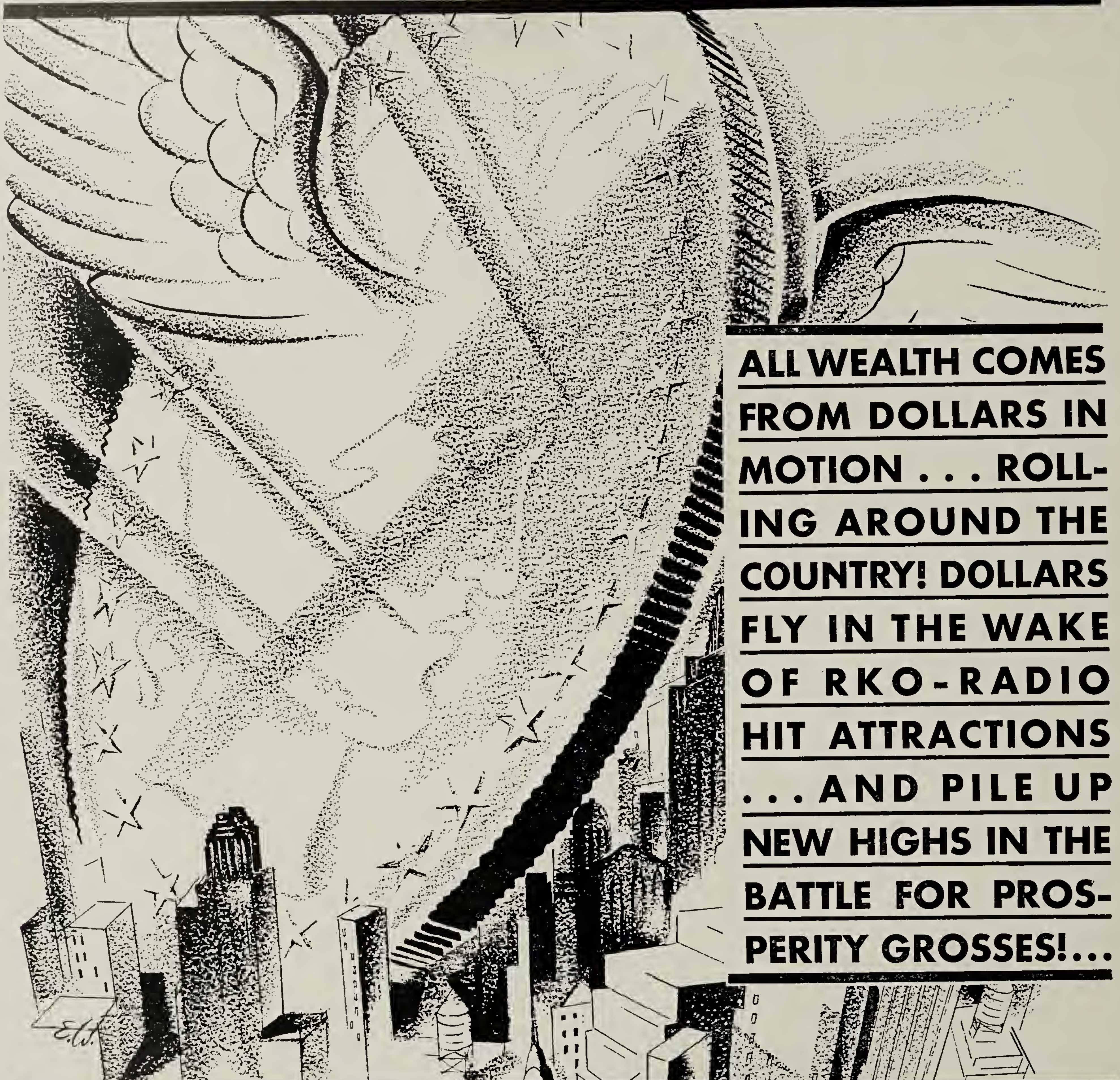
NATIONAL MOTION PICTURE WEEK FOR JOBLESS RELIEF

U. A. CRASHING EXHIBITION FIELD IN A BIG WAY

NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

FLYING DOLLARS!



ALL WEALTH COMES FROM DOLLARS IN MOTION . . . ROLLING AROUND THE COUNTRY! DOLLARS FLY IN THE WAKE OF RKO-RADIO HIT ATTRACTIONS . . . AND PILE UP NEW HIGHS IN THE BATTLE FOR PROSPERITY GROSSES! . . .

RADIO SMASHES IN ACE B'WAY SPOTS

Paramount *Theatres, New York and Brooklyn, book* **"Woman Between"** *with Lily Damita, Oct. 23!* **"Smart Woman"** *starring Mary Astor, Robert Ames, Ed. E. Horton, Noel Francis, opens Friday, Roxy, New York!* **"Gay Diplomat"** *introduces sensational new star, Ivan Lebedeff, at Warner's New York same day.* **"Friends and Lovers"**, *Lily Damita, Adolphe Menjou and Eric Von Stroheim Oct. 30, Roxy! Irene Dunne, "Sabra" of Cimarron and Pat O'Brien, whizzing star of "Front Page" open next week* **"Consolation Marriage"**, *Carthay Circle, Los Angeles!* **Watch box-office results!**

TUNE IN! **"RKO Theatre of the Air" N. B. C. Coast to Coast Network Every Friday Night, 10:30 P. M., N. Y. Time**

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

ERPI Wins Damage Suit

Against W. A. Steffes and People's Theatre Co.; $425 in Damages Are Awarded.

Electrical Research Products has emerged victorious in its damage suit against the People's Theatre Co., of which W. A. Steffes, business manager of the Northwest Allied States' unit, is head. Judge Clyde R. White of Minneapolis municipal court, before whom the case was tried, awarded $425 damages to ERPI on account of Steffes' failure to pay installments on Western Electric sound equipment placed in the Logan Theatre, Minneapolis neighborhood house.

The case is important because Judge White upheld the plaintiff's contention that sound equipment is leased. S. P. Halpern, counsel for Steffes, argued that the equipment was purchased on a conditional sales' contract and that when ERPI repossessed it the latter sacrificed all claim to past due installments.

It was brought out in the testimony that the sound machine in the theatre was sealed during the operators' strike, when the showhouse was closed. Witnesses for ERPI stated that this was done at Steffes' request so that the service fee would be eliminated during the period of darkness.

(Continued on page 8)

Large U. A. Exhibition Ballyhoo

Cuts Wide Swath in Minneapolis Exhibiting Field; Has Option on Pantages Theatre.

United Artists is going into the Minneapolis exhibiting field in most aggressive fashion. That it is determined to make a considerable splurge and cut as wide a swath as possible has been indicated by its costly advertising campaign and the manner in which it has redecorated and renovated Pantages Theatre which it has leased for six months to house its product. The terms of the lease give it an option for an extension of the initial period.

The United Artists' entry into Minneapolis exhibiting circles is the result of the producing concern's inability to come to terms with Publix or RKO on its 1931-32 product. The price set by United Artists on its pictures was regarded as "too high" by the theatre chains, but the producers refused to budge and, when negotiations ceased, went ahead and leased Pantages Theatre which

(Continued on page 8)

A Football Trip

To Minnesota-Stanford Game Given Newsreel Cameraman by the Orpheum Theatre.

One of the most enterprising bits of exploitation work yet in Minneapolis is credited to Dick Gilbert, head of the RKO divisional advertising department. It resulted in a $350 trip to the Minnesota-Stanford football game at Palo Alto, Cal., a distance of 2,000 miles, for George Ryan, the Minneapolis Orpheum's news comeraman, and exclusive pictures of the gridiron clash on the theatre's screen, without any cost to the Orpheum.

Conceiving the idea of getting the pictures of the game for the thousands of Northwest football fans unable to make the long and costly journey, Gilbert promoted Great Northern Railroad transportation for Ryan in return for pic-

(Continued on page 8)

READY FOR WORK

Name Relief Committee Personnel

The Northwest committee of the theatrical industry for the relief of unemployment this winter is awaiting advices from New York relative to the adoption of a unified national relief plan before going ahead with its work.

Organization of the committee was completed at a preliminary meeting. W. A. Steffes was elected chairman, and Otto Raths, former St. Paul postmaster and now an exhibitor, vice-chairman. Mrs. Helen M. Dietz of the Film Board of Trade was chosen secretary.

If no national plan is adopted in New York, the local committee will work out a program of its own, it was announced.

Madison House Opens

Madison, Wis. — The Strand Theatre, former Fox house, reopened October 5 under RKO direction. The theatre is managed by Barry Shedd until the return of John Scharnberg, while John Ferger is assistant manager of the house. RKO now operates the Capitol and Orpheum here in addition to the Strand and the Parkway and Garrick, the latter two being dark.

Remodel Gem

Platteville, Wis. — The Gem Theatre here is being remodeled by its owner Chris Caeredes. The building was held under lease for seven years by W. C. Tracy, owner of the new Avalon Theatre. When remodeling is completed, the house again will be leased out.

Salesmanship Needed

By M. E. CUFFEL, Editor

IT is encouraging, to put it mildly, and must give heart to those engaged in the theatrical industry in the Northwest to find that, in spite of all the gloom and grim forebodings, outstanding stage and screen attractions still are able to attract the public and play to profitable patronage.

The latest instance at hand is the engagement of Ethel Barrymore in "The School for Scandal" at the Metropolitan. Despite the fact that the lower floor was scaled at $3, the attraction played to practically capacity attendance at each of the four performances, grossing more than $10,000.

Reports from over the territory relative to business be-

(Continued on page 4)

Good Advice!

Milwaukee — A place to register a complaint against an undesirable picture is at Hollywood and the place to vote for a good picture is at the box office, Fred S. Meyer, managing director of Universal's Alhambra Theatre here and president of the M. P. T. O. of Wisconsin told the motion picture council of the Milwaukee County Federation of Women's Clubs in an address October 5.

"Star Witness" Best Minneapolis B.O. Bet

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Oct. 9)—"The Star Witness," at the State, relatively speaking, was the week's best box-office bet. The picture won much praise and the theatre's gross was the largest in some time.

"Bought," at the Minnesota, proved a disappointment, especially as far as returns were concerned. "Bad Company" at the RKO Orpheum did not fare any too well, either. The critics were not too kindly disposed to these aforementioned two pictures.

Business is starting to slump pretty much all along the line. The fact that pictures of the past few weeks, on the whole, have not been outstanding in quality and the depression's growing momentum may probably explain the down trend.

Aster—**Penrod and Sam** (Warner Bros.), Leon Janney and Junior Coghlan. **Business:** Light. **Summary:** A diverting comedy about "kids" which youngsters and adults alike will relish. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**Skyline** (Fox), Thomas Meighan, Maureen Sullivan, and Hardie Albright. **Business:** Fair. **Summary:** The interesting romance of a two-fisted construction worker and a pretty colleen. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota — **Bought** (Warner Bros.), Constance Bennett. **Business:** Fair. **Summary:** Stilted dialogue, coincidence piled upon coincidence and numerous implausibilities in this sex drama of a poor working girl who craved luxuries and was willing to forego true love to obtain them. **Entertainment Merits:** 75 per cent. **Short Subjects:** Stage Show; Sound News; Make-Up Secrets.

RKO-Orpheum—**Bad Company** (Pathe), Helen Twelvetrees. **Business:** Light. **Summary:** Another gangster drama dealing with a young girl who falls in love with an underworld character unaware of his character and profession. **Entertainment Merits:** 75 per cent. **Short Subjects:** Vaudeville; Sound News.

RKO Seventh Street — **Pagan Lady** (RKO), Evelyn Brent and Conrad Nagel. **Business:** Fair. **Summary:** A slow-moving and mechanical drama about an upright young man who falls in love with a scarlet woman. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

State—**The Star Witness** (Warner Bros.), Charles "Chic" Sales and Walter Huston. **Business:** Good. **Summary:** A gripping and different gangster drama showing how the underworld flaunts the law and featured by Sales' corking impersonation of a Civil War veteran. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News; Cartoon Comedy; Old-Time Newsreel.

MILWAUKEE

(Week ending Oct. 1.)

Alhambra — **The Great Lover** (M-G-M), Adolphe Menjou, Irene Dunne. **Business:** 75 per cent. Pulled after 4 days and replaced by "Mother's Millions" for remainder of week. **Summary:** Menjou is cast in the role of a singer and lover, which fails to click after his excellent role in "The Front Page." **Entertainment Merits:** 80 per cent. **Short Subjects:** Universal News; Comedy.

Garden—**Too Young to Marry** (First National), Loretta Young, Grant Withers: **Business:** 95 per cent. **Summary:** A photoplay of small town folks, a nagging wife and down-trodden father. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy; Newsreel.

Palace — **Merely Mary Ann** (Fox), Janet Gaynor, Charles Farrell. **Business:** 135 per cent. **Summary:** The story of an honest and impoverished composer and the rooming house where he stays. It is idyllic by acting and implication and handsomely set up. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox News; Comedy.

Riverside — **The Woman Between** (RKO-Radio), Lily Damita, Lester Vail. **Business:** 105 per cent. **Summary:** A middle-aged financier marries French manikin and brings her back to New York to meet the wrath of his son and daughter. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand—**Skyline** (Fox), Thomas Meighan. and Maureen O'Sullivan. **Business:** 100 per cent. **Summary:** "Skyline" is well rounded, lazily good entertainment, concerning a young man who vows to build a skyscraper and does. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox News; Comedy.

Warner—**Five Star Final** (F. N.), E. Robinson, Marian Marsh. **Business:** 135 per cent. **Summary:** A dramatic offering concerning dirty journalism and its effects on a happy family. **Entertainment Merits:** 95 per cent. **Short Subjects:** Paramount News and comedy.

Wisconsin — **Personal Maid** (Para.), Nancy Carroll and Pat O'Brien. **Business:** 100 per cent. **Summary:** A Cinderella story of a maid who is begged to marry the nearly worthless heir to the family's millions. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox News.

Salesmanship Needed

(Continued from page 3)

ing done by outstanding pictures also emphasize the fact that if you give the public what it wants at what are considered reasonable prices it will buy, depression or no depression. There still seems to be plenty of money and even a willingness to spend it upon real occasions.

With this condition prevailing it would seem to behoove exhibitors to go the limit in showmanship to get the utmost possible box-office good out of every outstanding picture. There necessarily must be ordinary screen offerings along the outstanding ones, but if real salesmanship is displayed the profits from the sure-fire box-office material will more than off-set the losses from the undesirable product.

BRIGHT BITS and NEWSY NOTES

With Dick Gilbert, exploitation head, pepping up things as announcer, Minneapolis and St. Paul Orpheum radio broadcasts are making a big hit. After the second broadcast the fan mail was more than doubled.

* * *

Morgan Ames, RKO Orpheum division manager, with headquarters in Minneapolis, is making an inspection trip over the division. He will be back this week.

* * *

Surviving her husband only a short time, Mrs. M. L. Finkelstein, widow of the late northwest theatre man and philanthropist, died in St. Paul at the age of 59 years after only a short illness. Mrs. Finkelstein was born in St. Paul and had been active in Twin City philanthropic work. She is survived by three sons, two of whom, Harold and Daniel, are the head of the Harold Finkelstein theatre circuit.

* * *

Sound equipment is to be installed in the 12 penal institutions in Minnesota in the near future. The state board of control plans to advertise for bids in the near future.

* * *

Robert Fulton, manager of the Strand here, has been transferred to the Ottumwa Theatre, Ottumwa, Ia. John Black, former assistant manager of the Paramount Theatre here, succeeds him.

* * *

E. M. McDaniels, Corpus Christi, Tex., has been appointed manager of the Strand Theatre here. He will make three changes of program a week, with the house being open every evening.

Mrs. Saxe Dies

Milwaukee—Mrs. Theresa Saxe, 54, wife of Thomas Saxe, real estate operator and former operator of the Saxe Theatres which were acquired a number of years ago by Fox, died October 2 after a brief illness. She is survived by her husband, two daughters and a son.

READ
"Sex Exploitation"
PAGE 14

4 times around the earth every week

110,000 *miles travelled by ERPI Engineers*

so that the show can go on . . . . .

This amazing weekly mileage is just one indication of **ERPI's** constant efforts to maintain every Western Electric Sound System at peak performance. . . . Down have come the number of emergency calls every month. In one year they have been reduced 28 per cent because regular service calls have eliminated the emergencies — a preventive service. . . . When emergencies do arise, records show that **ERPI** Engineers are reducing the time to clear trouble. In August, 1930, average time to clear trouble was 131 minutes. In August, 1931, time to clear trouble had been reduced to 35 minutes. . . . "Peak Performance for the life of your contract"—the **ERPI** Service Engineer's guarantee.

Western Electric
SOUND SYSTEM
THE VOICE OF ACTION

Northern Electric in Canada
Distributed by
Electrical Research Products Inc.
250 West 57th Street, New York

THE PUBLISHER'S PAGE

A Plea for Harmony

IN a number of cities there is conflict between operators and exhibitors. The former are inclined to insist on two men in a booth and the latter, having learned from experience of the last several years that they could not operate profitably under such a policy, are seeking the elimination of one man from the booth. It is, perhaps, well and proper that organized labor should insist upon use of union men in theatre work. But it is outrageous for them to insist that more men be used to do the work than is absolutely necessary for satisfactory results.

PRIOR to the coming of sound pictures one operator capably handled the operation of the projectors. And way back in the old days, when motors didn't do the turning but it was done by hand, one operator to handle two projectors was also enough. And these men have always been well paid. They are, perhaps, the highest paid of any labor craft that has steady seven-day-a-week employment, in most instances receiving as much pay for four hours' time as do managers of stores and businesses that require more learning and skill and that involve more responsibility. When only disc sound was in use it was necessary, perhaps, for good reproduction results to have two men (although we know of several specific instances where the extra man was more of a hindrance than he was a help). But now, with practically every wired house using sound-on-film, the operation of sound equipment is little different than the running of silent film.

BUT why should there be a controversy when the employer has found that he cannot afford to pay but one man and he is willing that that man be a member of the Union Local? Why should he be forced by men who have no direct interest in his business to operate it at a loss because of their dictates? It seems that, with the investment he has made in bricks and mortar and in equipment, he should know whether it takes one man or two men to do the work that will give satisfactory results and assure him of a profit.

IN Kansas City the representative of the Operators' Local has refused to submit the controversy to arbitration, while the exhibitors have shown a willingness to abide by an arbitration committee's rulings and to arrive at an amicable settlement of the problem. The operators have simply taken the stand that each booth shall have two men in it regardless of the necessity and without regard for their employers' problem.

IT wasn't very long ago when the powerful musicians' union dictated to theatre men and told them how many musicians they should have in their orchestras. Today very few theatres have orchestras at all. Unless the operators give way to reason they may find themselves similarly shut out.

IN our fifteen years in the motion picture business we have observed that the operator seems to be constantly carrying a chip on his shoulder; to be totally unsympathetic or even interested in his employer's problems. There are exceptions, of course. Right now is a propitious time for employee to show employer that he is interested in a common problem—to keep the show shop on a profitable basis. Harmony is as essential in this branch of the business as it is in its other branches. But that harmony should be attained on a give-and-take basis. The exhibitors have been giving for a long time. Now it's the operators' turn.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office: 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill., MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; New ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

National M.P. Week Selected

Young Announces Committee Acceptance of Plan; Theatres Everywhere Asked to Aid.

New York — Owen D. Young, chairman of President Hoover's Committee on Mobilization of Relief Resources, Monday announced his committee's acceptance of Will H. Hays' proposal for National Motion Picture Week to further unemployment relief plans this winter.

November 18 to 25 will be designated National Motion Picture Week in the film industry's concerted effort to co-operate with local agencies in jobless relief.

Under this plan theatres everywhere will co-operate with local agencies. Theatres will be used in non-performance hours for meetings, etc. Each theatre in the United States is asked to give at least one special extra performance. The proceeds from these performances will be turned over to local relief agencies for local use. The extra performance day will be designated by established District Committees as Motion Picture Day.

Theatres will extend other co-operations, such as the use of screens for trailers, mention of the unemployment relief program in theatre advertising, showing of newsreel bulletins, etc.

A great deal of the detail incident to the national plan will be carried out by the M. P. P. A. office, the Special Committee on the Industry's Co-operation with Relief Agencies, the various District and City Committees, etc.

Meanwhile it is understood that work is progressing rapidly in completion of the various city committees throughout the country.

"LAUGH DAY" IS ADVOCATED

By Abram Myers As Means of Elevating In-Independent Morale; Courage Necessary.

Washington — Declaring that now is the time for independents to "keep a stiff upper lip" and apply a few large doses of the well-known courage, Abram F. Myers, Allied States president, is advocating a National Laugh Day:

"From the amount of squawking one hears, it might be inferred that the current depression is the worst calamity that ever visited the earth," Myers says.

"But the world has seen many wars, fires, floods, famines, pestilences and even depressions that caused infinitely more suffering than the present temporary recession of business.

"Our fathers somehow managed to survive those scourages and to hand down to us the greatest accumulation of wealth permitting of the highest standard of living the world has ever known.

"My own father went west in a covered wagon and endured hardships that we moderns probably could not bear. We have been pampered and have grown soft and have not the courage to face the slightest reverse in our fortunes without whimpering.

"The lack of courage and faith displayed by so many American business men is by far the most ominous feature of the depression. The pioneers who built this country are gone and their successors are proving themselves unworthy.

"Many Americans today, instead of striving to overcome their troubles, are hiding behind them. Instead of fighting the depression

(Continued on page 11)

Hitch in Protection

Distributors Withdraw Negotiations Pending Suit Attacking Legality of Uniform Plan.

New York — The national distributors of motion pictures will not participate in any joint negotiations or conferences with exhibitors seeking to establish any uniform zoning plans to limit the length or area of protection, until a suit now pending attacking the legality of the plan is determined. The decision reached by the national distributors, it is learned, was because of the action brought by W. R. Youngclaus of Madison, Neb., a member of the Nebraska Allied States Association, attacking the legality of the uniform protection and zoning plan recommended by the exhibitors in the Omaha territory; and because of the announced opposition of certain other state exhibitor associations to any protection between "runs" or localities.

This decision will leave each and every distribution territory without any uniform limitation upon protection; and in each instance private negotiations between individual exhibitors and each distributor will be necessary to fix protection without restrictions or limitations of any kind upon its length or area.

While there has been an urgent demand by exhibitors in most of the distribution territories for uniform zoning plans, to be agreed upon by open negotiation between the several interests concerned so

(Continued on page 11)

HI-LITES
IN THE WEEK'S NEWS

Swampscott, Mass. — Dr. A. N. Galdsmith, RCA-Photophone, was elected president of S. M. P. E. at the opening session of the organization's fall meeting.

New York — "The Galloping Ghost," Mascot serial produced by Nat Levine with Harold "Red" Grange in the leading role, has been booked for the New York and Brooklyn Paramount Theatres starting October 9. This is the first serial to play the Paramount ace houses.

New York — Louis B. Mayer, M-G-M production head, is credited with advancing the basic idea in President Hoover's billion-dollar bank pool plan announced recently. Mayer is known to be a close friend of Hoover. He went to Washington Friday to confer with the President.

Atlanta — Eddie Eschmann, identified with several major companies as sales manager, has been appointed southern division manager for General Talking Pictures Corp., by Frank B. Rogers, vice-president in charge of distribution.

Philadelphia — Representatives of Warner Bros. theatres and M-G-M are meeting to work out product plans, with the companies generally in accord. S. Applegate is acting for M-G-M and Eddie Alperson for Warner Bros.

Swampscott, Mass.—Very slight improvement, if any, has been noted in the quality of reproduced sound in small theatres, says the report of the Progress Committee of S. M. P. E.

New York—"It's a matter for only Mr. Schenck to discuss," Louis B. Mayer replied in answer to a query concerning rumors of plans to repurchase controlling stock in M-G-M.

New York — Monogram will have half of its season's program of 26 features completed by November 1, according to W. Ray Johnston, president.

Hughes Dealing for Interest in U. A.?

Hollywood — Howard Hughes, youthful head of Caddo Productions, is reported negotiating for Samuel Goldwyn's interests in United Artists Corp., United Artists Studio and Art Cinema Corporation. He is understood also to be interested in dealing with Mary Pickford and Douglas Fairbanks.

Consummation of the deal will leave Goldwyn as an independent producer, possibly releasing through some organization other than United Artists. He is now completing "Arrowsmith," the last of six features he is scheduled to produce for United Artists. He is one of the eight owner-members of the distribution company and one of the four stockholders in Art Cinema.

BAN SENSATIONAL

Depinet Says Decency Determines Value

New York — Sensational pictures, particularly those of an off-color nature, are definitely dead, according to Ned E. Depinet, RKO-Pathe executive, who believes that "the basic value of popular entertainment depends upon its cleanliness and decency".

"If I had never believed this before, I would now know it to be a fact, since seeing the recent public reaction to certain clean pictures," said Depinet.

Minn. Publicizes Personality Angle

Stressing personalities at the Minnesota, ace 4,200-seat Publix house in Minneapolis, is proving a profitable exploitation program. Efforts to keep Lou Breeze, popular master of ceremonies and orchestra leader, in the limelight are not only a success, but they are credited with boosting business which, despite the depression, has been exceptionally good at the big Minneapolis showhouse.

As part of the Breese boosting campaign, Harold Kaplan, manager, and Cliff Gill, press agent, has had the master of ceremonies meet groups of university, college and high school students in and about Minneapolis. Breese, who is an accomplished musician, has played before 50,000 students during the past several weeks.

At one of the high schools the several hundred girls present were so enthralled by Breese's musical program that they forgot all about classes. When they finally realized that they would be late they had the Minnesota orchestra conductor write their excuses for them. The excuses were accepted.

During the football season the Minnesota will make a strong bid for high school and university student interest. Brese and Kaplan —both of them former high school football players — scrimmaged with one of the high school squads last week. On successive Fridays the various evenings' motion pictures of the day's football game, taken by the theatre's own cameraman, are included in the newsreels. School songs and cheers also help to provide a collegiate atmosphere.

Fifty thousand schedules of Northwest university, college and high school games are being distributed by the Minnesota Theatre. These programs plug Breese and other institutional features. Carlton Duffus of the theatre's publicity staff has been assigned to the school contacts.

ERPI Wins Suit

(Continued from page 3)

"The defendant could not terminate this lease except upon the option of the plaintiff or by any of his acts," stated Judge White in his opinion. "There was no concurrence of act and mind on the part of the parties prior to August 20.

"The sealing of the machine would not be deemed to be a breach of contract such as would warrant its termination because it took place by mutual agreement of the parties and as a result of the defendant's request to have the service fee eliminated during the period it was shut down. I also am clear that the lease in question is not a conditional sales contract."

Mr. Halpern says that he will appear before Judge White next week and ask for a new trial.

Football Trip

(Continued from page 3)

tures on the Orpheum screen showing the cameraman leaving for the Far West on the road's crack train, The Empire Builder.

Gilbert then went to the head of a leading loop clothing house which caters particularily to collegiates and induced him to donate the funds to defray Ryan's other expenses. This was in return for the clothing concern getting credit as co-sponsors of the shooting and bringing to Minneapolis of the pictures. Movies on the Orpheum screen showed the clothier bidding Ryan farewell as the latter left for California.

In order to obtain pictures which will run three minutes on the screen, Ryan, a University of Minnesota alumnus and rabid football fan himself, traveled six days and nights on the train. The pictures were rushed by airplane to Minneapolis immediately after the game and reached here in time to be shown at the Monday night performance.

The pictures comprise 400 feet of film. The Orpheum and the clothier advertised them heavily in the local newspapers and in the university and high school sheets and they are proving an immense drawing card for the showhouse.

It was figured that Ryan could take the pictures much more satisfactorily than a San Francisco newsreel cameraman because he is intimately in touch with the Minnesota football situation, and knows the Gopher players personally and would "shoot" from a Minnesota viewpoint, emphasizing the Gopher angle and playing up bits that would appeal particularly to the local fans.

U. A. Exhibition

(Continued from page 3)

has been dark for the better part of two seasons as the result of the dissolution of the Pantages' vaudeville circuit and lack of available film product.

Although the gala opening with "Palmy Days" was not to occur until October 14, United Artists had immense ads in the theatrical sections of the Sunday newspapers October 4. The ads were headed in large bold-face type, "A Message to Minneapolis," and stated that, commencing Wednesday, October 14 "United Artists pictures will be exhibited in an United Artists' Theatre in Minneapolis." The ads continue: "The Pantages Theatre is now in process of renovation and will blossom forth virtually a new theatre as the Minneapolis home of United Artists' pictures."

The ads state that "Street Scene" and "The Unholy Garden" will follow "Palmy Days" in the order named, that Gloria Swanson will be presented in "Tonight or Never" and that D. W. Griffith's "The Struggle" and Howard Hughes' "The Age for Love," along with other United Artists' pictures, also will be offered.

Name of the theatre has been changed to "United Artists' Pantages," the large electric sign in front of the theatre has been repainted and adorned with painted stars symbolic of United Artists and "United Artists" in electric lights has been attached to the top of the sign.

HOUSE STAFF SOLD

Plan Big Campaigns on Forthcoming Films

The Minneapolis RKO Orpheum staff is sold 100 per cent on a trio of its near-term screen bookings, including "Devotion" this week, and will go the limit in exploiting them. Gigantic campaigns are promised for "The Spirit of Notre Dame" and "Five Star Final," which are underlined for early showing. After previews of the pictures, every member of the staff agreed that they are sure-fire box-office.

For "Devotion" this week, Emil Franke, manager, sent out 10,000 postcards to Minneapolis society women, calling attention to the fact that no less than five members of the cast have appeared in person with Broadway productions on Minneapolis stages during the past several seasons. More than 50,000 heralds advertising the picture also were distributed. The expense in connection therewith was split with two local stores.

Good Ones Draw

That the public still has plenty of money to spend and will spend it on the sort of theatrical entertainment it wants was evidenced again in Minneapolis last week when Ethel Barrymore in "The School for Scandal," at the Metropolitan, played to capacity houses at $3 top.

Reports from all over the territory indicate that, despite the depression and the pessimism which has been engulfing the populace as a result of the stock market debacle and the supposed gloomy outlook, outstanding pictures have continued to do good business.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES $2.00 UP

Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING LAKE MICHIGAN—
CHICAGO AT YOUR FEET

NEWS FROM EVERYWHERE

CURRENT EVENTS
GATHERED FROM ALL
PARTS OF THE COUNTRY

ST. LOUIS MEET IS SUCCESS

St. Louis—The tenth annual convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois in session October 6 at the Coronado Hotel, was one of the best in some time, attended by 175 exhibitors. Fred Wehrenberg of St. Louis was re-elected president. With the exception of a vice-presidency, to which O. M. Bearce of Chester, Ill., who was elected to succeed John F. Rees of Wellsville, Mo., all officers were re-elected. The highlight of the meeting was the adoption of two resolutions, one calling for reduction of ERPI service charges, the other in favor of setting aside at least one night each week in every theatre in the territory for family night.

VARIED PROGRAM

New York—Because of an overdose of "talking photography" a policy of silent technique plus an appropriate amount of dialogue, music and sound effects will be followed by Columbia, says Jack Cohn, Columbia executive, who returned recently from four months on the coast. Activity at the Columbia studios is running high, Cohn states, with 11 pictures now in production.

CROSS HEADS MICH. ALLIED

Mt. Clemons, Mich. — Glenn Cross of Battle Creek was elected as the new president of the Allied Theatres of Michigan at the 12th annual convention here. Other officers elected are: P. C. Schram, Kalamazoo, vice-president; John Niebes, Detroit, secretary; Edgar E. Kirchner, Detroit, treasurer.

STARS HELP FUND

Hollywood — All Paramount stars and feature players under contract have approved the plan of the M. P. Relief Fund, Hollywood's official welfare body, to donate one-half of one per cent of their weekly salaries to the fund.

BITING THE HAND—

Owensboro, Ky.—Because he failed to reach satisfactory terms with Warner and Paramount exchanges at Louisville on booking and protection, Lee W. Moffitt of the Seville Theatre here, is arousing the countryside with a clarion call to arms to adopt drastic censorship measures.

OUT TO GET BOMBERS

Kansas City, Mo.—A reward of $2,000 has been posted by the Independent Theatre Owners of Kansas City for the arrest and conviction of the person or persons responsible for the bombing of three local theatres last week. Because the bombings endangered many lives, the chief of police has ordered his men to shoot any bombers they come across and "bring them in dead or wounded." The theatres bombed have been using other operators than members of Local 170. Efforts at arbitration with union operators so far have failed. A number of shows have been closed until an amicable settlement is reached.

PLAY PRICES HIGH

New York—In recent efforts to bring down picture costs film producers will not be able to slash prices for play material for the current season. A smaller number of dramatic plays will be presented on Broadway this year than at any similar period during the last two decades necessitating spirited bidding among film producers for screen rights to plays that look favorable. This condition will result in keeping up prices for film rights to high figures.

WIDE FILM TO REVIVE

Swampscott, Mass.—Interest in wide film is expected to be revived with the return of normal economic conditions, according to the report of the S. M. P. E. Progress Committee.

SELZNICK RE-ELECTED

Pittsburgh, Pa.—D. J. Selznick was re-elected president for another year by members of the Motion Picture Theatre Owners of Western Pennsylvania and West Virignia assembled for its eleventh annual convention, October 4, 5, 6 at the Hotel Henry here. The following officers were retained: William R. Wheat, Jr., vice-president; Joseph Gellman, treasurer; Fred J. Herrington, secretary.

OPEN 16 MM. EXCHANGES

Boston—One of the three first exchanges to be opened by International 16 mm. Pictures in its planned system of ten branches will be located here. The other two will be in New York and Philadelphia. Production on shorts is scheduled to begin late this month.

A SLIGHT DECREASE

San Francisco—Motion picture attendance in Northern California shows a decrease in number of patrons of only 3 per cent, according to the Business Outlook, published by a local bank and trust company.

BOMB CROWDED THEATRE

Chicago—While the rush hour crowd was at its height late October 12, bombers tossed a bomb on the roof of the Monroe Theatre, right in the heart of the Loop. The loud explosion shook the downtown district, frightened pedestrians and smashed windows in nearby buildings, but hardly disturbed the theatre audience. The bombing marked the second within two days and the 12th since the Allied Independent Theatre Owners' Association broke with the union.

WARNER TO PLAY PATHE

New York — The deal whereby the entire Warner Bros. theatre circuit will play RKO-Pathe's lineup of feature product has been completed. The deal was consummated by Ned E. Depinet and Ed McEvoy of Pathe with Dan Michaelove of Warners.

NEW TECHNICAL ADVISOR

Hollywood—Count Allan De La-Falaise, brother of the Marquis Henry, has been signed as technical advisor to Director George Achainbaud to assist the latter in the course of filming Louis Weitzenkorn's story, temporarily titled "Exposed".

STEVENS ASSIGNED

Hollywood — Louis Stevens, RKO-Radio Pictures contract writer, has been assigned to write added dialogue for "The Lost Squadron," an original story by Dick Grace, according to an announcement by William LeBaron, vice-president in charge of production.

HOPE FOR TRUCE

Chicago—Hope for some sort of agreement between local theatre owners and union operators was kindled anew last week as negotiations were resumed.

OPENING SEVEN IN MIAMI

Miami—With the addition of seven houses to the operating list, theatre activity in the Greater Miami district is making rapid headway. Miami houses being reopened are: Hippodrome, Paramount, Flagler, Regent, Tower. In Miami Beach, the Biscayne Plaza will reopen. In Coral Gables the bondholders have bought the old administration building from Sam Wessel and are having it remodeled into a theatre, which Charles Walder, manager of the Tivoli here, will operate.

LESS SEX STRESS

Rome—Less stress on sex is demanded in a resolution presented by Mrs. A. N. Diehl of New York to the International Council of Women in session here. Instead of showing woman in the role of sex protagonist, presentation with true proportionate stress on the great urges which motivate her life, is Mrs. Diehl's plea. Producers should be urgd to use more discrimination, she said, because censorship is ineffective.

RESIGNATION REFUSED

Memphis — Sam D. Campbell, president of the M. P. Operators' Union, who was under fire during the resent operators' strike, has been refused resignation. Campbell, who is assistant attorney general, submitted his withdrawal following settlement of the strike.

UNION SKIRMISH ENDS

New York City — A 40-week lockout situation affecting the ten Ochs houses here came to end last week when the circuit and Local 306 reached an agreement.

REGULAR B. & K. DIVIDENDS

Chicago — Balaban and Katz Corp. has declared the regular dividends of 75 cents on the common and $1.75 on the preferred stocks, both payable December 26 to stock of record December 4.

CLARA BOW RETURNING

Hollywood — Clara Bow has been signed by Sam E. Rork in an independent production, "Get the Woman," from a story by Nell Shipman. Production will start early in December, according to Rork.

Adolph Zukor Says —

"... We have faced periods of depression before. A similar situation prevailed in 1921. ... everyone put his shoulder to the wheel and out of it emerged a greater Paramount."

You're Right, Mr. Zukor!

FORWARD ! !

What a Marvelous Result Would Come From All of the Old Leadership, That Made This Billion Dollar Industry, Simultaneously Asserting Itself Anew!

If everyone in every company in this business will put his shoulder to the wheel, the ENTIRE Motion Picture Industry will emerge a GREATER INDUSTRY.

BEN SHLYEN, Publisher
Associated Publications, Inc.

Industry Aids in Trek to Normalcy

Culver City—The motion picture industry is making four vital contrbutions to the return of normalcy in these troubled times of depression, according to Charles R. Rogers, vice-president in charge of RKO-Pathe Production. First, it is picturing normal life. Second, it is providing entertainment that takes the minds of millions away from their real or fancied troubles. Third, it is going ahead on normal schedule, providing work for many hundreds of thousands of artists, artisans and laborers, and last, it is putting its own house in order, establishing it upon a sound business basis.

"There is no denying that the evils of the present depression, bad as they really are, are magnified in the public mind," Rogers said.

"Motion pictures are doing much to debunk the depression by showing men and women following normal pursuits, working, loving, striving, traveling, playing, forging ahead to conquer difficulties as they have from the beginning of time. Film audiences see life on the screen unclouded by a gloom haze and the experience helps restore their fear-biased perspective to normal.

"As for the industry's actual material contribution to prosperity, I cite the present production activity at the Hollywood studios. Every major plant is either producing at capacity now or preparing for the most extensive picture making program in history. Within a few weeks from the time I write this, approximately 6,000 players will be employed at our own RKO Pathe studio in four big feature productions and a number of short subjects. The greatest number of technicians, laborers and office workers in the history of the studio will be at work.

"Throughout the ordinarily slack summer season, employment has been above the average for normal 'good times' in our studio. We are driving ahead and will continue to do so because we are convinced that the only way to end the depression is to keep people working. The slogan of the picture business is 'carry on,' and a lot of other industries could profitably follow its example.

"While refusing to become paralyzed with fear, the film industry has recognized the necessity of getting away from the inflated values of the war and post-war period. The picture business had its greatest development in those years when work was plentiful, wages high and cost of little account. Theatres sprang up like mushrooms, a free-spending public was eager to pay high prices to be amused, and money was poured like water into the entertainment which supplied that insatiable demand.

"Today, the world is emerging from its dizzy war-time orgy with a bad headache. True values are re-asserting themselves. The public is as eager to be entertained as ever, but it has less money to spend on amusement. The picture business is meeting this situation by lowering the price on its commodity. It is finding itself able to do that by eliminating waste and working harder, rather than in cutting down quality.

"With competition keener than ever before and a picture-wise public shopping for entertainment values, it dares not cut quality. The only answer to the problem is intelligent work. The film industry is buckling down to that and results have been highly gratifying."

Protection Hitch

(Continued from page 7)

that protection may be limited to what is fair and reasonable for all, the distributors feel they would not be justified in jointly going forward in the face of the pending and threatened litigation questioning the legality of limiting protection by agreement between all parties interested and attacking the right of distributors to grant any protection of any kind.

Peggy Shannon Re-Signs

Hollywood—Peggy Shannon, the red-haired and blue-eyed young Broadway actress, recently cast opposite Richard Arlen in "The Secret Call," has signed a new contract with Paramount.

SPECIAL COMMITTEE

Another Jobless Relief Group Named

New York—Personnel of the "Special Committee on the Industry's Co-operation With Relief Agencies" is announced as composed of the following industry leaders:

George Akerson, Abram Myers, R. H. Cochrane, Chas. L. O'Reilly, Claude C. Ezell, Joseph L. Plunkett, M. A. Lightman, E. A. Schiller, and Walter Vincent.

Hollywood—Paul Lukas will appear opposite Ruth Chatterton in Paramount's film version of Philip Barry's play, "Tomorrow and Tomorrow".

RECORD COVERAGE

Book "Alexander Hamilton" in School Cities

Following the preview of "Alexander Hamilton" some weeks ago at the home office the various sales managers connected with Warner Bros.-First National were instructed to secure its showing in every city containing a high school and in every college town throughout the country. The result is that the picture, based on incidents in the life of the first treasurer of the republic, promises to exceed in the number of individual bookings any other picture produced by the Warners since the advent of sound.

Joe Hummel, head of Warners' contract department, said that he believed enough bookings had already been received for "Alexander Hamilton" to constitute a record for any picture produced by any company.

"Laugh Day"

(Continued from page 7)

they are using it as an excuse for curtailing effort and avoiding responsibility. The word 'yellow' comes unbidden to my mind as I listen to an unending succession of alibis all bottomed on the depression.

"Unless some of the old pioneering spirit can be revived, the country is done for. Theatre owners and I wish that they might have the honor of being the first to cast off despair and 'buckle down' to regain lost business.

"The commodity they sell is essential to the morale of the country, it is purveyed at a low price, and there is a genuine demand for it. By increasing their patronage the theatres not only will help themselves, but will perform a public service. The public needs entertainment.

"So get busy, you exhibitors, help the public to get its mind off its troubles by getting them into your shows. If we could have a national laugh day at this time it would do a world of good. I am sure our forebears are having a hearty laugh over what we think are hard times."

More "Sooky" Players

Hollywood—The addition of Helen Jerome Eddy, Enid Bennett, Gertrude Sutton, Harry Beresford and Guy Oliver to the cast of "Sooky," Percy Crosby's companion story to "Skippy," has been announced. Norman Taurog will direct "Sooky" in which the title role will be played by Robert Coogan and Jackie Cooper will repeat his characterization of "Skippy". Willard Robertson, who played as the father in "Skippy," will play the father role in the forthcoming production.

"SPACE SHOT"

Supersedes Fadeout in Paramount Film

Hollywood—The "space shot" technique is being used through the production of Paramount's "24 Hours," mystery picture adapted from the Louis Bromfield novel.

Because the entire action of the story takes place during two rounds of the clock and it is necessary to give the audience the feeling of moving naturally, not jumping, from one scene and location to another, the new technique has been perfected.

The only fade-in is when the story opens and the only fade-out when it ends. Use of the "space shot" from start to finish aims to give the effect of continuous action.

According to Marion Gering, director of "24 Hours," the new method simply means "panning," or turning, the cameras away from the players at the end of each scene, and then showing a panorama, or traveling with the characters from one spot to another, before picking up the next location.

For the next scene, at a location perhaps miles away, the method is reversed and the cameras "space in," giving the audience the feeling it has traveled from one end of New York to the other in the twinkling of an eye.

NEW RINTY SERIAL

New Mascot Film Will Start Soon

New York—Nat Levine, president of Mascot Pictures Corporation, serial specialist, announces that he soon will start production on "The Lightning Warrior," a twelve-part serial, starring Rin-Tin-Tin.

The story of "The Lightning Warrior" is being especially written for Rin-Tin-Tin by Wyndham Gittens and Ford Beebe of the Mascot staff, authors also of "The Lone Defender". B. Reaves Eason, director of Mascot's "The Vanishing Legion," starring Harry Carey and Edwina Booth, and "The Galloping Ghost," starring Harold (Red) Grange, will personally direct "The Lightning Warrior".

"Taxi" Selected

Hollywood—The Warners have decided on a title for the new James Cagney-Loretta Young picture which is now in production with Roy Del Ruth directing. The early tentative title of the picture was "The Blind Spot" which gave way to "Taxi, Please." This has now been shortened to "Taxi!" In the cast are Ralf Harolde, Geo. E. Stone and Geo. MacFarlane.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

ACTORS, directors, writers, executives—all looked alike to vice squad members when they raided the exclusive Embassy Club and arrested 117 persons, including Irving Archer, producer, and Robert Vignola, director. The raiders confiscated $20,000 worth of gambling equipment and 100 cases of liquors.

* * *

Jackie Coogan's Minnie Golf Course has sounded its last gasp. A large sign has been placed on the lot where the course is laid, announcing that "all equipment, costing $30,000," is to be sold piecemeal. Mary Pickford's Tom Thumb course, which is nearby, is the only course in Hollywood doing any business.

* * *

We hear that Universal has bought the screen rights to "Bodies Are Dust," a Vanguard Press publication written by P. J. Wolfson. Wolfson is en route from New York to work on the adaptation of his novel.

* * *

More rumors concerning Colleen Moore's return to the screen. We have every reason to believe that negotiations are under way with Pathe and that a term contract with M-G-M is also being considered.

* * *

Betty Roberts, head of the story department at RKO-Pathe Pictures, has penned a climax to another romance. She became the wife of Charles A. Gault, local architect and building contractor. The ceremony took place at the home of Mr. and Mrs. Raymond Hatton, with the Rev. John G. E. Fry officiating. The newlyweds will honeymoon in the Grand Canyon country.

* * *

Ferenc, the famous continental photographer, has slipped unnoticed through New York upon his arrival from Vienna and is now in Hollywood. He takes up quarters in the Warner-First National studios. Ferenc was signed by J. L. Warner during his recent trip abroad.

Eric Linden, former Theatre Guild star, who made his screen debut in "Are These Are Children?" has been assigned the juvenile lead of "The Lost Squadron." The story, which is now running serially in Liberty Magazine, will go into production at RKO-Pathe Pictures studio the latter part of this month. Pat O'Brien and Joel McCrea have the leading roles.

* * *

Tests are being made over at M-G-M for the leading male role of "Tarzan of the Apes." Indications are that Kane Richmond, recently starring in the "Leather Pusher" series, will be selected for the Tarzan part. W. S. Van Dyke is slated to direct.

* * *

Mrs. B. P. Schulberg, wife of B. P. Schulberg, general manager in charge of west coast production for Paramount-Publix Corporation, has left the film city for Russia where she will study sociological conditions. She will visit Berlin, Cracow, and Warsaw, Poland. She will then go to Lenigrad and Moscow. Mrs. Schulberg is carrying letters to high Soviet officials.

* * *

Plans for the motion picture industry's part in the coming eighth annual appeal of the Community Chest have been launched by Winfield Sheehan, vice-president in charge of production of Fox Film Company, who has been named by the Association of Motion Picture Producers to be chairman of the Chest's motion picture division.

Officials expressed hope that the film industry this year will raise upwards of $200,000. It is believed that the plan of relief will be on a studio basis as in previous years, with each studio selecting its own division colonel.

* * *

RKO-Pathe has purchased the screen rights to "Veneer," a stage play by Hugh Stange. A number of the major studios were negotiating for this opus, but it went to the highest bidder. Charles Rogers is undecided in regard to making it a stellar vehicle for Helen Twelvetrees or Constance Bennett.

Elmer Clifton received a note from the Argus Production cameraman stating that the photographing of "Ghost of Other Days" was quite interesting but the food obtainable in out-of-the-way places quite upsetting. "In one restaurant," the note explained, "we told the waiter the food was so bad we would like to see the manager." "It won't do you any good," he replied, "he won't eat it either!"

* * *

"Forgotten Women," a story of Hollywood extra girls, is the next Monogram melodrama slated for production, according to announcement by Trem Carr, Monogram production head. The story is by Wellyn Totman, the adaptation by Adele Buffington, and Richard Thorpe will direct.

* * *

William Haines has left for a personal appearance tour of the east, doing a sketch written for him by Walter Woolf. When he returns he will start work on "Turn to the Right," one time sensational stage play that M-G-M has purchased for him. Robert Montgomery is to have another featured part in "Turn to the Right."

* * *

Boris Karloff, playing the murderous monster of "Frankenstein" at Universal, is escorted to and from the set by a huge body guard. The guard is more for the purpose of hiding his grotesque make-up than preventing him from bodily harm. Though he weighs 200 pounds, director James Whale considered him too diminutive for the part and 48 pounds of make-up and additional body structure was devised for his characterization.

* * *

While many of our foremost stars are re-signing at the expiration of their old contracts without additional salary, Robert Armstrong has something to crow about. He is the possessor of a new five-year contract at Pathe with the contract stipulating a raise in salary. According to present indications Armstrong will be starred before the year is out.

WE MEET

SUE CAROL

Sue Carol really lives in a beautiful Norman-French chateau—right in Hollywood.

"You're the only man I would get out of the bath tub for," Sue said, a bit ungrammatically, but in a most flattering tone.

Talk about "Psyche at the Bath!" Say, "Sue Carol after the Bath," paled that Greek Goddess into insignificance. Until you see Sue Carol in an emerald green gown you don't know what you've missed. What a picture!—and a short subject at that—just five feet two and a half inches. No wonder it's going to take more than a stock market crash to leave Nick Stuart without a Sue.

Since coming from Chicago, four years ago, Sue Carol has turned out a lot of footage for the major companies. She is now free-lancing, having gone to Monogram for her first assignment.

"My appearance in the Monogram melodrama, 'In Line of Duty,' makes three firsts for me," she said. "My first appearance in an independent production, my first character part, and my first appearance with long hair."

She admitted that the independents, much to her surprise—at least Monogram productions—in spite of their short shooting schedule, did not work her nearly so hard as she had to work at times while under contract to Fox.

"Trem Carr has treated me so nicely," she said, "I am going East to make a picture for another independent company."

She speaks French and German fluently as a result of her parents conversing in these respective tongues until she was six years of age.

"Black Oxen," the sensational Gertrude Atherton novel on rejuvenation, is reported en route to the talking screen. We are informed that M-G-M will do the talkie version and that Ernest Vadja has been assigned to do the script and dialogue.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.

American Tragedy — Paramount (85). Theodore Dreiser's much discussed novel excellently portrayed on the screen with Phillips Holmes in the hero role. (Aug. 18)

Bad Company—RKO-Pathe (78). Gangster picture which is different from the ordinary type with topnotch performance by Ricardo Cortez. (Sept. 29)

Bad Girl—Fox (90). Another Frank Borzage directorial achievement. James Dunn proves a fine discovery by Fox. (Sept. 1)

Big Gamble—RKO-Pathe (63). Octavus Roy Cohen story with plenty of action and punch that should satisfy. Bill Boyd and Dorothy Sebastian co-starred. (Sept. 15)

Bought—Warners (83). Constance Bennett and her father, Richard, stand out in this excellent production, mainly for class audiences. (Sept. 1)

Brat—Fox (65). Good entertainment for the majority. Excellent cast, including Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill and June Collyer. (Sept. 15)

Caught—Paramount (67). Fair programmer about a notorious woman desperado of the old West. Top honors go to Louise Dresser for her character role. (Aug. 25)

Caught Plastered—Radio (72). Wheeler, Woolsey and Lee together again in another mirthful laugh production, injected with bits of human interest. (Sept. 1)

Confessions of a Co-ed—Paramount (75). Sophisticated story of modern university life with Sylvia Sidney as the youthful freshman. Good box-office picture. (July 28)

Dugan of the Badlands—Monogram (60). First of the Monogram westerns teaming Bill Cody and Andy Shuford. Recommended for general family trade. (July 21)

East of Borneo—Universal (74). Smash melodrama with all the mystery of the Orient and a jungle background to keep the audience gasping with suspense. (Sept. 8)

Ex-Bad Boy — Universal (68). Situation farce in which Robert Armstrong contributes another hit performance to his screen career. Spencer Charters is outstanding. (Aug. 4)

Five Star Final—First National (89). A powerful dramatic story that will get over big with any audience. Excellent cast starring Edward G. Robinson. (Sept. 22)

Great Lover—M-G-M (70). Sophisticated story, somewhat sexy and lacks action. Adolphe Menjou not so good. (Aug. 18)

Guilty Hands—M-G-M (69). Another triumphant achievement for Lionel Barrymore in a story that strikes a new chord in plot technique. (Aug. 25)

Hard Hombre—Allied (65). The third of the Hoot Gibson series which should prove delightful entertainment for both mass and class. (Sept. 1)

Honeymoon Lane—Paramount (70). Eddie Dowling, as usual, radiates with his likeable personality and winsome smile. (Aug. 11)

Magnificent Lie—Paramount (79). Nothing outstanding; direction a bit weak in spots; Ruth Chatterton is miscast. Comedy relief furnished by Stuart Erwin. (Aug. 11)

Miracle Woman—Columbia (90). A Barbara Stanwyck production that should be a miracle box-office performer anywhere. (Aug. 4)

Mother and Son—Monogram (68). Clara Kimball Young gives a fine performance in this picture of Reno and the gaming table. (Aug. 11)

Mystery of Life—Universal (73). Interesting film propounding the Darwin theory of evolution with explanatory remarks by Clarence Darrow and Dr. H. M. Parshley. (Aug. 18)

Night Life in Reno—Artclass (60). Mrs. Charles Farrell (Virginia Valli) in a society drama with the famous divorce city as a background. (Sept. 8)

Night Nurse—Warners (73). Smart story well cast with box office names headed by Barbara Stanwyck and Ben Lyon. (Aug. 4)

Pagan Lady — Columbia (77). Picture smacks of "Rain" in its motif of religious repression and Evelyn Brent is somewhat of the Sadie Thompson type. (Sept. 29)

Pardon Us—M-G-M (55). Laurel and Hardy score in their first feature-length comedy as two inmates of the Big House getting into one mess after another. (Aug. 18)

Personal Maid—Paramount (74). Nancy Carroll in a story that fails to convince; good entertainment nevertheless. (Sept. 22)

Politics—M-G-M (73). Dandy Dressler-Moran feature which won't disappoint the fans. (Aug. 11)

Public Defender—Radio (74). Richard Dix fans should like this one; rates better than average. Shirley Grey, a new star, does excellent. (Aug. 4)

Rebound—RKO-Pathe (91). Mainly for class audiences of the type who appreciated "Holiday." Ina Claire holds top honors in the cast. (July 28)

Secret Call—Paramount (73). An expose of crooked politics in a big city. Excellent cast headed by Richard Arlen and Peggy Shannon. (July 21)

Secrets of a Secretary—Paramount (79). Claudette Colbert in a smart society drama supported by a cast of new faces that get over well. (Sept. 8)

Side Show—Warner Bros. (69). Story of circus life which should appeal to the pop crowds. Winnie Lightner is most of the show. (Sept. 29)

Sidewalks of New York—M-G-M (73). A Buster Keaton picture that can't miss for laugh purposes; able support by Cliff Edwards, Anita Page and Norman Phillips, Jr. (Sept. 22)

Silence — Paramount (69). Interesting film fare for any audience. Clive Brook does masterful work with his part. (Sept. 15)

Son of India — M-G-M (73). An elaborate production which should please the most exacting audience. Ramon Novarro is excellent. (Aug. 4)

Spider—Fox (59). Mystery and murder worked out on a different angle with Edmund Lowe cast as a magician. (Sept. 22)

Sporting Blood—M-G-M (72). Excellent race horse production; highly appealing to the sentimental emotions. Clark Gable and Ernest Torrence superb. (July 28)

Stepping Out — M-G-M (73). Crammed full of wise-cracking with Charlotte Greenwood getting the better comedy breaks. Good bedroom farce. (July 21)

Star Witness—Warner Bros. (68). Should prove a sure fire despite the gangster angle. Good cast with Walter Huston and Charles (Chic) Sale. (Sept. 29)

Street Scene—United Artists (80). From the Elmer Rice stage success which won the Pulitzer prize; direction and camera work of the highest calibre. (Sept. 29)

Their Mad Moment—Fox (50). Warner Baxter and Dorothy Mackaill co-starred in a romantic drama that should please. (July 28)

Three Who Loved—Radio (75). Triangle romance of two bank clerks and a girl from Sweden. Good work by Betty Compson, Conrad Nagel and Robert Ames. (July 21).

This Modern Age—M-G-M (67). Typical Joan Crawford offering based on the story "Girls Together." Only fair production and nothing to rave about. (Sept. 8)

Too Many Cooks—Radio (77). Excellent picture for family trade featuring Bert Wheeler and Dorothy Lee; good, clean comedy throughout. (Aug. 18)

Transatlantic—Fox (74). Romance, suspense and action combine to make this far above the average film with Edmund Lowe carrying his role to perfection. (Aug. 18)

Traveling Husbands—Radio (74). Picture packed with entertainment and interest sustained throughout. Good cast headed by Evelyn Brent. (Aug. 18)

Unholy Garden—United Artists (75). A Ronald Colman picture that can't help but click anywhere. Good action and well directed. (Sept. 22)

Waterloo Bridge — Universal (80). An outstanding picture directed by James Whale. Mae Clarke and Kent Douglass convincing in the leads. (Aug. 18)

Woman Between—Radio (73). Good Lily Damita picture for the women fans, but not recommended for family trade. (Aug. 25)

Young As You Feel — Fox (72). Good, clean entertainment that should register big in any house. Wil Rogers as good as ever. (Aug. 18)

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia's Director of Publicity and Exploitation, Southern Division, Atlanta.

(Chapter Two)

"SEX EXPLOITATION"

THE business of a theatre is not that of an educator or a moulder of opinion, but emphatically a business of selling entertainment through the medium of the screen to as many people as possible at every showing. We are in the same position as that of a prominent retail store. Whereas the retail store offers merchandise, the theatre offers entertainment and differs only in its methods, by submitting something new each week. With us that something new is a production. Bearing that in mind, we employ live-wire methods in calling our buyers' attention to what we have to sell. Today we offer a sex production.

A production which lends itself to exploitation from a strong sex angle is too often distorted by managers in the theory that the box office will be enriched by this sordid, enticing appeal. This is entirely wrong. Just because a production pertains to the loves, lives and experiences of a woman, it does not necessarily classify it as a lurid sex production. The question of sex in most productions has always been a very tedious and difficult subject to exploit. Many a theatre has ruined its reputation by misleading ballyhoos that "so and so" was an exposure of sex. Remember, we are selling seats. In so doing, we are merely shouting what we actually have to sell, and in shouting about any sex picture, a campaign must be thoroughly thought out and carefully analyzed before it is put to work.

Local Condition Factor

The local condition of your town is a forceful factor in exploiting a sex production. Whereas, the strong sex angle may be highly and successfully exploited in one city, it will flop in another. The knowledge of your local public mind is very essential in the exploitation of a sex production. With all this in mind and the added precautions necessary to the well being of the theatre and for the good will of the box office, we shall now get to work and exploit the "Pagan Lady." As previously outlined in the last chapter, we assume that we are the manager of the same theatre, in the same city. Let's go.

Upon receipt of play date and because by experience we know the producer's press sheet is one of the most important helps to exhibitors, we immediately secure same, free of charge. Calling our staff together, we examine this press sheet.

In the press sheet of the "Pagan Lady," from the pictures of accessories and publicity stories, we see that the cast of the picture includes five well known stars. Also, we learn it is a sex type picture, adapted from a famous stage play, and contains many alluring scenes of Cuba. After a careful analysis, we decide the predominating exploitation angle will be the five well known stars, the decision being based on the drawing power of the stars in our community. We, therefore, proceed to bill this picture as a five star production, featuring the main star, Evelyn Brent.

Arousing Public Curiosity

Our next step would be to consider the secondary exploitation features, namely, the thrilling story, with its possible sex appeal angles and alluring scenes which will arouse the curiosity of the theatre public to see this picture.

A delightful and enjoyable audience likes clean entertainment. That's all. It is not interested in smooty or frank means of calling its attention. Therefore, we decide that the underlying gag line to be used in all our ads is, first the name of our stars; and second, the punch line "A drama of a Temptress Tempted." We do not mislead our audience into believing that our picture is a biography of a prostitute. We carefully watch our theatre fronts and newspaper ads, exposing nothing but the truth and following the primary and secondary exploitation features decided upon.

In all of our advertising we are guided by the punch lines suggested in the press sheet.

Our publicity and newspaper advertisements are our first consideration and we plant as many advance stories and photos as possible.

We plan a teaser advertising campaign in our local newspaper for ten days in advance of play date.

Our order for accessories, placed well in advance, have been received two weeks before the play date. We do not overlook the fact that billboards are an important factor in advertising. We are a great believer in twenty-four sheets, properly and conveniently located in the main sections of our city. We order a large supply of window cards and use as many novelty hangers as possible.

We have arranged for an announcement trailer to go on our screen ten days before the opening date, together with the distribution of imprinted heralds, announcing the coming of the picture.

Following press sheet suggestions, our artist makes up cut-outs of the three-sheets, and twenty-four sheets, showing a reclining position of the main star and using the head cut-outs of the four male stars. These we place in the lobby and in available spaces in front and inside of the theatre.

Newspaper Tieup

Newspaper stunt—every newspaper is interested in increasing business on its classified page and we contact the classified manager with the following stunt: For six days before the play date the theatre runs a classified contest stating that the reader who writes the best letter to the paper on "What novelty or novel experience you found in the Want-Ad column," or "Why I read the Want-Ad column for Results" will receive two tickets to our theatre. This contest calls for a three column space given the theatre in displaying cuts and ads on the picture. In addition, the newspaper gives the theatre a large free space before the contest begins in calling atention to the contest.

Another tie-up angle is the romantic scenes of Cuba, for which we contact a music and radio store, placing in our lobby one or more players of the ukulele or guitar with their advertising card.

We approach our local radio broadcasting station and put on a short play illustrating the romance of Cuba with Pagan Lady, during which time ukulele music is offered and our announcer reads the radio continuity that is furnished by the exchange.

We plant the serialization of the story with our newspaper before the play date and in turn, we run a trailer in our theatre advising our audience that this great story is now running in the newspaper.

We are always on the watchout for suggestions in our press sheets and use them. Bear in mind that producers are watching our interests all the time and offer us the newest and most satisfactory methods of exploiting their product, because if their product draws for our box-office, it means their own coffers heap.

We capitalize on a star and a production that is "home product" or pertains to our city.

We use teaser throwaways. A small envelope on which the following is written: "I dare you to read this," in which is inserted a small card "For a thrilling romance of life and love, meet me tonight at the Majestic Theatre," signed "Pagan Lady," is good.

Through the medium of the circulation department of the newspaper we arrange to give newsboys a free show if they, in turn, insert a Pagan Lady herald with play date imprinted in each newspaper the day of the opening.

"Building Patronage!"

A most interesting brochure has come to the editor's desk. It is National Screen Service's new book titled "Building Patronage." National has done a good job; the volume contains a list of all types of trailers gotten out by the company. It further instructs exhibitors in how to use them. Designed to aid the exhibitor realize the maximum of results from his trailers, the book is enjoying wide distribution.

Brochure on Light

A catalogue describing in text and photographs the company's line of lighting fixtures has been issued by the Voigt Co. It should be an aid to exhibitors because of its modernistic angles and applications to the theatre industry.

New Kiddie Deal

A new and novel kiddie deal for theaters covering 11 weeks and consisting of 10 clay miniature statues of the Hal Roach "Our Gang" kiddies, stage, complete assorted paints for coloring, brush palettes and instructions, is being offered by the Gem Clay Forming Co. of Sebring, Ohio.

Publix "Atmosphere" Exploitation Dept.

DEVISING of stunts and other publicity means for "atmosphere" or other unusual-angle pictures is the duty of a new Publix department headed by J. A. Koerpel, who was formerly managing director of Publix houses in the southeastern division and previously European director-general for Films First National, is arranging these special aids principally for the Publix Class B and C houses.

To illustrate: in the case of a picture like "East of Borneo" Koerpel provides a lobby display with authentic spears and other native articles which fit in with the picture. Publix is said to be interested in booking pictures with angles that will fit into this arrangement.

Costume Ballyhoo Revives "Ben Hur"

A NOVEL street ballyhoo was included by W. V. Taylor, manager of the Loew's State Theatre, Houston, Tex., in the extensive exploitation campaign he used to put over his showing of a revival of the "Ben Hur," with sound.

Taylor arranged for a street ballyhoo of a chariot with horses, and the driver dressed in a Roman costume. This ballyhoo appeared from 11 a. m. to 6:30 p. m. for two days, one day previous to, and on the day of the opening. This stunt attracted a great deal of attention because horse-drawn vehicles are not allowed on the main streets. Taylor had to secure a permit from the mayor. The chariot was also parked in front of the theatre during the run of the picture.

The newspapers were very liberal with both art and stories and received excellent reviews from all. The largest review ever given a picture, was by Lecta Rider, critic of the Houston Chronicle.

Cream for Birthdays In Louisville

LEE G. GOLDBERG, manager of Warner Bros. theatre chain in the Kentucky district, has elaborated on his plan of mailing out birthday congratulations to the fans in Louisville. As a goodwill builder Goldberg has found the personal letters a great help, many of those receiving them acknowledging their receipt and giving thanks for the sentiments expressed. Now Goldberg has made arrangements through one of the most prominent druggists in Louisville to present a pint of ice cream to all those receiving one of the Warner theatre chain's birthday letters of congratulation.

Cartoonist Plugs "Star Witness"

A RATHER nifty stunt was that worked out by Frank B. Hill, manager of the Hughes-Franklin Liberty Theatre in Walla Walla, Washington, on the occasion of the advertising campaign in connection with the showings of "The Star Witness." Hill's stunt called for the services of a rapid fire cartoonist. The latter's job was to take up a position on a busy street corner and rapidly turn out cartoons based on scenes in "The Star Witness." Crowds collected to see the artist's work and as he finished each drawing he threw it in the air to be scrambled for by the crowd.

For two days Hill had the artist working in various portions of the business section of the city and during that time he made over one hundred and fifty cartoons. Hill personally checked up on the stunt and found it one of the best ever tried out in the town.

Ad Contest on "Pardon Us"

S. FRIEDMAN, manager of the Capitol at Pottsville, Pa., arranged with the Pottsville Journal to run a Classified Ad contest on "Pardon Us." The paper ran special stories explaining the contest and thirty guest tickets were awarded the winners. Contestants were requested to solve the meaning of the letters L. R. O. (Laughing Room Only.)

Another contest promoted by the theatre and newspaper, awarded an automobile which was given away at a later date. In announcing the details of the contest, "Pardon Us" was used at the top and bottom of the copy. The contest created a great deal of attention and was a great success.

In advertising "Pardon Us," Friedman exploited the fact that the new picture was Laurel and Hardy's first feature, and all copy in ads, and on the marquee, contained this line: "Their first full-length laugh riot." Special cutouts of the two popular comedians were used both in the lobby of the theatre and on top of the marquee.

Air Tabloid Drama Aids "Final" Draw

FRANK N. PHELPS, in charge of Cleveland Warner theatres, put over a great stunt in behalf of "Five Star Final" which opened for simultaneous first runs at the Lake, Uptown and Variety theatres.

Phelps arranged a half hour dramatic tabloid version of "Five Star Final" to be broadcast over a local radio station the day before the opening of the picture. Members of the Playhouse played the parts. The high spots in the play were assembled so as to emphasize the big punches. The stunt was so well received that Phelps has prepared the campaign for use in other territories.

Plug "Hush Money"

FRANK SHEPHERD of the Cataract, Niagara Falls, got plenty of talk started on "Hush Money" by distributing several thousand heralds on the Starr Faithful murder mystery. The heralds contained several photos of Constance Bennett, the star of the feature, and cited the reward offered by a New York newspaper for a solution of the Faithful mystery The tie-up came in the gag: "Was Starr Faithful murdered for refusing to pay 'Hush Money'?"

Picture Contest on "Street Scene"

HAROLD EVANS, manager of Loew's State Theatre here, pulled two corking publicity stunts in conjunction with the premiere of Samuel Goldwyn's "Street Scene". In addition to a picture contest placed in the Times he arranged a preview which brought great results.

Knowing in advance that "Street Scene" was a natural for his city and the fact that Estelle Taylor, star in the picture, was in town, he started his campaign in advance of the opening date. A special preview for all local critics was arranged followed by a dinner at the Coronoda Hotel given by Estelle Taylor. This advance publicity helped build interest and from the critics' review Evans selected excerpts for a special trailer which was flashed upon his screen a few days before the opening.

The picture contest put over with the Times carried a $10 daily award. A few days before the opening stories broke in the newspaper mentioning that a certain corner at a certain hour pictures would be taken of crowds. The following day the picture was reproduced in the paper and the persons identifying themselves received awards. This stunt was run a few days before and last three days during the engagement.

A tie-up with the Postal Telegraph Company was the means of securing 30 life-size cut-outs of messenger boys at various offices as well as in the lobby, each containing copy about the picture.

Did it Go Over? Did it Flop? Is it a Good Picture?

Join the ranks of the Better Pictures Club and send in your box office reports every week. Other exhibitors will want to know what to expect from pictures you have played and what they have yet to play.

Tear off—fill in—and mail to

Associated Publications
4704 East 9th Street,
Kansas City, Mo.

Title________________
Star________________
Producer______________
Comments____________
____
____
____
____
____

Title________________
Star________________
Producer______________
Comments____________
____
____
____
____
____

Title________________
Star________________
Producer______________
Comments____________
____
____
____
____
____

Exhibitor's Name ______
House Name__________
Town________________
State_______________

KINE-QUIPMENT

NEW DEVELOPEMENTS in THEATRE EQUIPMENT

New Erpi Contracts Over Hundred Mark

C. W. Bunn, general sales manager of Electrical Research Products, announces the following new theatre contracts for Western Electric installations:

Wigwam, Coalgate, Okla.; National, National City, Cal.; McCall, McCall, S. C.; Queen, Hendersonville, N. C.; Temple, Birmingham, Ala.; Orpheum, Newark, N. J.; Tremont, Bronx, N. Y.; Clifton, Clifton Heights, Pa.; Senate, Ambridge, Pa.; Palace, Berlin, N. J.; Cazin, Tampa, Fla.; Fillmore, Buffalo, N. Y.; Strand, So. Portland, Me.; Cameo, Deering, Me.; State, Glennville, Ga.; Rex, Casper, Wyo.; Blaine, Wetumka, Okla.; Marks, Eudora, Ark.; Majestic, Rhinelander, Wis.; Grand, Wausaw, Wis.; Plaza, Manchester, Ia.; Rialto, Harrisburg, Pa.; National, Harrisburg, Pa.; Star, Salt Lake City, Utah; Thurston, Rochester, N. Y.; Opera House, Lowell, Mass.; Palace, Newton, Miss.; Palace, Forest, Miss,; American, Terre Haute, Ind.; Del Rio, Clinton, Okla.; Folly, Denver, Colo.

Sarg, Middletown, Ohio; Pahala, Pahala, Is. of Kau, Hawaii; Star, Payson, Utah; Eitle, Walpole, Mass.; Elton, Brooklyn, N. Y.; Arcade, Springfield, Mass.; Emblem, Buffalo, N. Y.; Syracuse, Syracuse, N. Y.; Hollywood, Buffalo, N. Y.; Royal, Foley, Fla.; Palace, Syracuse, N. Y.; Ritz, Chatham, Va.; Prospect, Kansas City, Mo.; Regal, St. Joseph, Mo.; Ritz, Montgomery City, Mo.; Downs, Downs, Kas.; Crescent, Louisville, Ky.; Karlton, Myerstown, Pa.; Vanderbilt, New York, N. Y.; Falls, Niagara Falls, N. Y.; Lido, Brooklyn, N. Y.; Scenic, Lexington, Ill.; Savoy, St. Joseph, Mo.; Empire, Chicago, Ill.; Empire, Pekin, Ill.; Lyceum, St. Paul, Minn.; Louisburg, Louisburg, N. C.; Crown, Houston, Tex.; Lyric, San Jose, Cal.; Peralta, Oakland, Cal.; Mayo, Long Beach, Cal.; Congress, Newark, N. Y.; New Brighton, New Brighton, Pa.

Palace, Cambridge, Ill.; Temple, Birmingham, Ala.; Burt's, Mannington, W. Va.; Howard, Washington, D. C.; Nuera, Oswego, Kas.; Cozy, Lockwood, Mo.; Majestic, Ceadr Rapids, Iowa; Grand, Chicago, Ill.; New South, Norwood, Mass.; Grand, Rock Springs, Wyo.; Wise & Kirkland, San Diego, Cal.; Jerome, Jamaica, L. I., N. Y.; Winter Garden, Carrizo Springs, Tex.; Regal, Wellsville, Mo.; Stillman, Brooklyn, N. Y; Scarsdale, Scarsdale, N. Y.; Palace, Seattle, Wash.; Playhouse, Seattle, Wash.; Belmont, Kansas City, Mo.; Capitol, Raleigh, N. C.; Town Hall, Allegany, N. Y.; Lincoln Sq., Pittsburgh, Pa.; Karlton, Myerstown, Pa.; Guild, Norwood, Mass.; Town Hall, Wilton, N. H.; Rialto, Kimball, W. Va.; Sisman, Detroit, Mich.; Vilas, Eagle River, Wis.; Alvarado, Baltimore, Md.

Berwyn, Berwyn, Pa.; Rialto, Mangum, Okla.; Iowana, Red Oak, Ia.; Amuse-U, Muscatine, Ia.; Central, Kansas City, Mo.; Ideal, Halstead, Kas.; Virginia, Decorah, Ia.; Sutton, Thomas, W. Va.; Midway, Philadelphia, Pa.; Pastime, Coplay, Pa.; Strand, Petersburg, Ill.; Liberty, Mason City, Ill.; Rialto, Coal City, Ill.; Paramount, Fremont, O.; Paramount, Charlettesville, Va.; Sanford, Sanford, N. C.; Youngs, Lexington, N. C.; Roxy, Mounds, Ill.; Arcade, Muscatine, Ia.; Palace, Elmwood, Ill.; Armada, Lovell, Wyo.; Boulevard, Los Angeles, Cal.; Alameda, Alameda, Cal.; State, Woodbridge, N. J.; Standard, Philadelphia, Pa.; and the Imperial, Greenboro, N. C.

A SOUND CONTRACT

Film Records Goldwyn-Cantor Conversation

Having agreed to recognize the sound track of their names as transcribed upon a strip of film as legal signatures to a contract, Eddie Cantor, the noted comedian, and Samuel Goldwyn, the producer of Cantor's pictures, were parties to what was perhaps the most unique contractual arrangement ever consummated when they participated in a discussion over long distance telephone from the Electrical Radio Show in New York City to Goldwyn's office in Hollywood, California.

Through the medium of RCA Photophone Portable sound recording apparatus which had been set up in the RCA booth at Madison Square Garden, a sound and picture record was made of Cantor from the time he placed the long distance call to the Goldwyn Studios until the conversation had been completed.

DE LUXE PORTABLE

More Powerful RCA Unit for Non-Theatricals

In addition to its recently introduced new Portable sound reproducing equipment, which was designed to meet the requirements of educational and industrial institutions and which is now being marketed through dealer distribution, RCA Photophone, Inc., has developed a new De Luxe Special Size equipment for the non-theatrical field . With the sound heads, amplifier and loud speaker which comprise the reproducing unit, a twin turntable non-synchronous phonograph with power amplifier is included. By connecting the power amplifier for the phonograph to the output of the voltage amplifier, sound of sufficient volume for adequate distribution in an auditorium containing 150,000 cubic feet of space may be developed.

This volume of sound is approximately the same as that ti which the RCA Photophone Standard Size equipment is adapted. Two loud speakers may be used if deemed desirable, although but one speaker is supplied with each unit.

X-CELL PRICE CUT

Dallas Equipment Man Announces Reductions

A drastic cut in the sale price of X-Cell A. C. sound-on-film eqiupment has been announced by R. Z. Glass, former radio station KRLD engineer and owner of Public Address Service Company, 2024½ Commerce Street, Dallas, Texas. There are now over 20 X-Cell installations in Texas, Glass said.

Where disc equipment is installed the price is reduced to $590. For complete equipment the new price is $985.

Public Address Service Company is also manufacturer of the "Paseo" portable all A. C. sound-on-film equipment which sells for less than $1,000. This equipment handles 2,000-foot reels and gives an uninterrupted 20 minutes' show.

IMPROVED CUTAWL

Device Is Important Art Workshop Tool

The International Register Co. announces satisfaction with its improved Cutawl wherever it is used. In the art shop the machine is employed for making all kinds of cut outs and displays. There are several attachments which may be purchased for the machine that heighten its efficiency. Among these are the bevel attachment and an arrangement whereby perfect circles may be cut.

The machine and accessories work equally well on wall board, fiber board, felt, and light wood, and is practically foolproof.

MODEL "C" N.A.N. FILM SAFETY CONTROL $50. EACH

Combined with the most perfect and noiseless change-over. All parts and tubes guaranteed 1 year.

N. A. N. FILM SAFETY CONTROL CO.
Johnstown, Penna.

LOOK! GOOD NEWS!

X-CELL A.C. OPERATED SOUND-ON-FILM Now Available at Prices Within Reason.

Complete equipment includes Racon or New Wright-DeCoster speaker, Webster amplifier, fader, improved latest type sound heads and two X-Cells, the new photo-cell, vibration and noise proof, eliminating head amplifiers.

New Cash Price $985. Where Disc Is Installed New Cash Price . . . $590.

Sound Reproduction Guaranteed Satisfactory

Ask X-Cell Users. Installations Territory Wide.

CALL OR WRITE

PUBLIC ADDRESS SERVICE CO.
2024½ Commerce St. Dallas, Texas

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Palmy Days

United Artists—78 Minutes

Cast: Eddie Cantor, Charlotte Greenwood, Barbara Weeks, Chas. Middleton, Spencer Charters, Paul Page, Harry Woods, George Raft, Walter Catlett. Directed by Edward Sutherland.

Eddie Cantor in several characterizations which give him ample scope to display his comedy talent for the benefit of all. It is lively and tuneful with beautiful women galore in ensemble numbers that please the eye. Story not of much consequence concerns Cantor as an assistant to a crystal gazer who bungles into a job as efficiency expert in a bakery. Charlotte Greenwood as the physical instructor in the plant hooks him into a matrimonial tie-up. Charlotte, by the way, nearly steals the picture in several spots. Just the right type of picture to click in any spot. Camera work commendable and Edward Sutherland's direction is flawless. Should prove sure fire box office in any spot.

SELLING SEATS: Sell Eddie Cantor first, last and always. Tie up with doughnut bakeries. Have a crystal gazer in the lobby or nearby store. Charlotte Greenwood should also get good billing.

Riders of the Purple Sage

Fox—58 Minutes

Cast: George O'Brien, Marguerite Churchill, Noah Beery, James Todd, Yvonne Pelletier, Stanley Fields, Lester Dorr, Shirley Nail, Frank McGlynn, Jr. Directed by Hamilton MacFadden.

Just another Western with the usual action expected in such pictures. Story by Zane Grey concerns O'Brien in search of his sister who has been enticed away from her husband. Meets Marguerite Churchill who owns a ranch that is the objective of a gang of bad men headed by Noah Beery. The gang attempts to chase them off the ranch and after much gun play and riding they escape by pushing a huge rock down the mountain which starts a landslide and shuts off the gang in a valley that is made impassible. Will please Western fans in the smaller houses.

SELLING SEATS: Story by Zane Grey is well known and is about the best selling angle for this one. Use plenty of Western atmosphere.

The Road to Singapore

Warner Bros.—73 Minutes

Cast: William Powell, Doris Kenyon, Marian Marsh, Louis Calhern, Lumsden Hare, Allison Skipworth, A. E. Anson, Douglas Gerrard. Directed by Alfred E. Green.

William Powell in his first starring film for Warners gives a creditable performance as a suave lover, notorious for his many affairs with women. Although ably supported by Marian Marsh and Doris Kenyon the picture depends mainly on Powell for its chief draw. The story is implausible, but nevertheless should please the fans who like an amusing comedy drama. The scenes are romantic, being laid in the town of Khota in Ceylon, where Powell prefers to spend his days far from civilization—drinking and reminiscing. To this settlement comes Doris Kenyon to marry Dr. Marsh (Louis Calhern). After her marriage she finds herself neglected by her husband who is too busy to give her any attention. Seeking love she goes to Powell. To add to the complicated situation the doctor's sister (Marian Marsh) also makes a play for Powell. Doris, tired of it all, takes the boat for Singapore. Powell follows her.

SELLING SEATS: Capitalize on the title with travel tie-ups. Dress up your lobby in tropical style. A stunt that is sure to arouse interest would be to have arrows painted on the street with the following: "This Arrow Leads to 'The Road to Singapore' at the Blank Theatre."

The Spirit of Notre Dame

Universal—80 Minutes

Cast: Lew Ayres, William Bakewell, J. Farrell MacDonald, Frank Carideo, Andy Devine, Harry Barris, Sally Blane, Don Miller, James Crowley Elmer Layden, Harry A. Stuhldreher, Paul O'Connor, Adam Walsh, Arthur McManmon, Al Howard, John Law, Larry Mullins. Directed by Russell Mack.

Here is a timely subject that should reap a harvest at any box office. Dedicated to that famous coach Rockne and embodying the spirit of his efforts to produce results by team work and not individual playing this is football for its entire footage. The cast with exception of principals is made up of actual players on the Notre Dame team, including the famous "Four Horsemen." Lew Ayres as the conceited prep school player who develops into the star of the team is, for reasons of improving the lineup, shifted to an inside position with his room-mate (Wm. Bakewell) getting the job of carrying the ball and the glory that goes with it. Lew gets sore and fails to support Bill in the rushes and is thrown off the team. Returns in the last moments of play in the game against the Army and redeems himself. Not much romance in this one but is fast moving and crammed with action. J. Farrell MacDonald as the coach does fine job and whole picture shows expert direction.

SELLING SEATS: Play up Rockne big. Also the "Four Horsemen." This one is all football so get tie-up with sporting goods stores and local school teams.

24 Hours

Paramount—66 Minutes

Cast: Clive Brook, Kay Francis, Mirian Hopkins, Regis Toomey, George Barbier, Adrienne Ames, Charlotte Granville, Minor Watson, Lucille LaVerne, Wade Boteler, Robert Kortman, Malcolm Waite, Thomas Jackson. Directed by Marion Gering.

The screen version of Louis Bromfield's popular novel rates as first-class entertainment because of its absorbing story. The entire action takes place within 24 hours—continuous without time lapses. It is a mystery story of tangled lives, revealing how husbands, wives and lovers are abruptly brought to their senses, amid glamorous New York. Clive Brook gives an excellent performance as the one whom guilt is wrongly attached for a mysterious murder. Kay Francis, who is cast as his wife, delivers a splendid performance. Miriam Hopkins does convincingly as the night club entertainer who is murdered by her husband (Regis Toomey), dope fiend who is responsible for another murder. There are some gangster sequences in the picture, but not enough to spoil the picture. Should appeal to all classes, particularly those who read the story or saw the play.

SELLING SEATS: Tie-ups with bookstores and libraries will help put this picture over to the reading public. Place a large cut-out of a clock in your lobby showing fascinating scenes from the picture. You might conduct a contest offering prizes or tickets for the best essay on the subject of "A Strange Experience During 24 Hours."

SHORT SUBJECTS

Speed

Educational—21 Minutes

This Mack Sennett comedy featuring Andy Clyde, Marjorie Beebe, Alberta Vaughn and Frank Eastman is a "wow." The two-reeler is photographed in natural colors. A race between an ancient auto and a transcontinental plane form the basis of the plot. Marjorie and Alberta race to New York and matrimony in the same plane with Andy, getting the thrill of his life. Sensational views of the scenic wonders of America's West are shown.

Gypsy Caravan

Vitaphone—9 Minutes

Music lovers will certainly appreciate this one. Giovanni Martinelli sings in splendid style. There are some good settings, particularly outstanding is the sequence showing a gypsy camp, including a dance scene and a violin solo.

The Hot Spot

RKO-Pathe—18 Minutes

Frank McHugh as the star reporter of the city newspaper gets his pesky brother-in-law to pose as a murderer until he can locate the real murderer and scoop the other newspapermen. As the innocent man is ready to be executed Frank arrives in the nick of time with the real murderer. The comedy rates as just fair entertainment. The plot is too uneven. However, there are some good situations and gags.

20,000 Legs Under the Sea

Paramount—8 Minutes

This Talkartoon reel is very cleverly done, as are all the others of this series. The animated fishes and sharks at the bottom of the sea have a great time dancing and making whoopee. The ending is very amusing, showing all of them make their way to the canning depot. The synchronizing is well done.

PREVIEW VITAL

Pictures Tested in Out-of-Way Places

Hollywood — No picture ever is released before it has been tested at a preview, according to B. P. Schulberg, managing director of West Coast production for Paramount.

"With these unadvertised showings we test the audience's reaction to the picture, noting where it seems to lose interest, if it does so; where it laughs at serious scenes, and what dramatic sequences do not succeed. Cards are given out at the conclusion of the picture. On these, the theatregoers are asked to voice their opinions and complaints.

"Smaller theatres are chosen because of the fact that there the average audiences are found. So expert have Hollywood preview audiences become that their criticisms attempt to be professional and thereby lose their value.

"The more costly productions often are taken outside the city, some of the selected places during the past year having been Glendale, Santa Monica, Burbank, Santa Barbara, San Bernardino and San Diego. One concern recently previewed at San Francisco.

"Besides getting the benefit of preview cards, the picture-makers are better able to judge the picture in the presence of an audience. A production always plays better in a theatre than in a studio projection room. After the preview, studio officials send in their report, rating the box-office value of the film and expressing their opinion as to how it can be bettered. Other benefits derived from the first showing are the checking of the number of laughs in a comedy and the judging of a star's popularity by the applause he receives in the first scene."

Immediately after the preview, while the picture is still fresh in their minds, the producer, director and cutters discuss the production. Arguments are thrashed out concerning the remedying of possible faults not only in the film under consideration but in others not yet produced and the result is a continued betterment of studio product which would not be possible without the preview.

Rasch-Warner Short

New York—Albertina Rasch has signed a contract with Warner Bros for another short, which will be the third she will make for this company. The contract calls for a troupe of twelve dancers. Roy Mack will direct and production is scheduled to begin this week.

Warner Oland's Next

Hollywood—Warner Oland has been signed to play a leading part in Marlene Dietrich's forthcoming starring film, "Shanghai Express,"

ADD TO RKO CASTS

Additional Players for 5 Films Announced

Hollywood—Norman Foster has been signed by Radio Pictures to portray the role of Johnny Powell in Willard Mack's stage play, "The Dove". Stanley Fields will portray the heavy in the picture wherein Dolores Del Rio is to be starred under the direction of Herbert Brenon.

Lawrence Olivier will play in "Marcheta". He is to be the film husband of Irene Dunne, who is to be co-starred with Richard Dix in this production to be directed by Victor Schertzinger.

Louis Weitzenkorn, author of "Five Star Final," has contributed a story to Radio Pictures to feature Mary Astor and Ricardo Cortez. Kitty Kelly and John Halliday have been assigned roles. The film will be directed by George Archainbaud.

The "Peach o' Reno" cast which is to be headed by Bert Wheeler and Robert Woolsey with Dorothy Lee has been augmented by the addition of Zelma O'Neal, Cora Witherspoon and Sam Hardy. Joseph Cawthorn, Stanley Fields and Kitty Kelly are also cast.

Hugh Herbert has been assigned a character comedy role in the original story authored by John Howard Lawson for Hope Williams, Broadway star, and formerly titled "Penthouse".

FILM CITY BUSY

Lasky Says Hollywood a Working Town

Hollywood — Hollywood of today is a hard-working Hollywood, a Hollywood awakened by a realization of the nation's condition to a full sense of the motion picture industry's responsibility and problems, Jesse L. Lasky, first vice-president in charge of production for Paramount, declared upon returning to New York after a two-months' stay at the West Coast studios of his company.

"Never before have I found such awakening to keen showmanship, such close study of conditions and public tastes and such complete realization of the country's own peculiar problems," he said. "The industry is on its toes."

RKO Author Assigned

Hollywood—Jane Murfin, playwright and scenarist under contract to RKO-Radio Pictures, has been assigned to write the adaptation and dialogue of "The Other Passport," according to an announcement by William LeBaron, vice-president in charge of production. The story is by Harold McGrath and will star Irene Dunne.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

THEATRES FOR SALE

ONE OF THE BEST paying theatres in western North Carolina; will stand investigation. Get in touch at once with T. K. Bowles, Commercial Business Exchange, Greensboro, N. C. 10-27

GOOD PAYING theatre equipped with sound-on-film in most exclusive sub-division Texas town 55,000; 8,000 population directly around theatre; second run product available. $5,000 cash; balance terms. Address Rex Theatre, B-383, Associated Publications. 10-13

FOR SALE CHEAP—No opposition; other business. Iris Theatre, Kerens, Tex. 10-13

BEAUTIFUL little theatre; prosperous town 2,000. Great chance for live showman with small capital. $5,000 cash will handle. Ideal Theatre, Fremont, Mich. 11-3

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. x10-13

EQUIPMENT FOR SALE

GIANT RACON speaker with rectifier; good as new; make offer. Liberty Theatre, Malden, Mo. 10-27

WEBER disc equipment for sale; first class condition; good as new; $100 for entire outfit. F. E. Perryman, Elizabethton, Tenn. 10-13

BARGAINS in new and used equipment. Simplex, Powers and Motiograph machines — Reflector Arcs, Rectifiers, Sound Screens. Get our prices before you buy. Queen Feature Service, Inc., Birmingham, Ala. eow

LIKE NEW—First class sound equipment, four Phototone sound-on-film heads, $150 pair; six Racon horn and Giant unit $69.50 each; two ten-tube rack and panel amplifiers, cost $250, only $95 each; 4 Wright-DeCoster horns, $15 each; 4 Wright-DeCoster dynamic speakers, $25 each; 12 synchronous turntables, best make, like new, $20 each; two Vitadisc turntables; demonstrators, $30 each; two Powers 6-B machines like new, $185 each; two Powers 6-B on 6-A stands, $195 pair. All this A-1 guaranteed equipment. Audien Distributing Co., 1801½ Commerce St., Dallas. x10-13

THEATRE CHAIRS — Veneer backs and seats excellent condition; recently ducoed. Castamba Theatre, Shelby, Ohio. 10-13

EQUIPMENT FOR SALE—Con'td

SPECIAL FALL BARGAIN—Six rebuilt Simplex projectors less lamphouses. Only while they last $225 each. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. tf

EQUIPMENT WANTED

TICKEX Machines Wanted — Will pay cash for all sizes automatic Gold Seal or Simplex Tickex registers. State particulars, size, current, age, etc. Midwest Ticket and Supply Co., One North LaSalle St., Chicago. 10-20

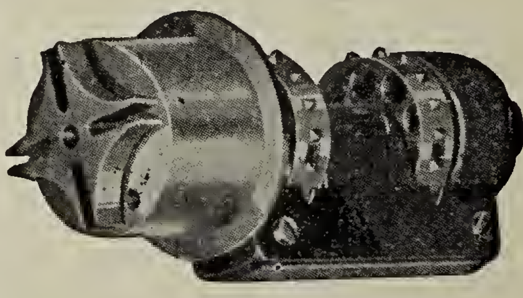
LEATHER-UPHOLSTERED Seats, rugs, drapes, supply of three-fourths A. C. white flame carbon. B-382, Associated Publications. 10-13

POSITIONS WANTED

SOUND OPERATOR-ELECTRICIAN, 15 years' experience, wants job. Walter Ingalls, New Hampton, Iowa. 10-13

AT LIBERTY — Special R C A and Western Electric operator; moderate salary. Wire H. Swatek, 401 Gilbert St., Peoria, Ill. 10-6

SOUND PROJECTIONIST — Four years' experience with circuit, best references; reliable; will go anywhere, anytime. Henry Hanson, 217 Clark St., Alpena, Mich. 10-6

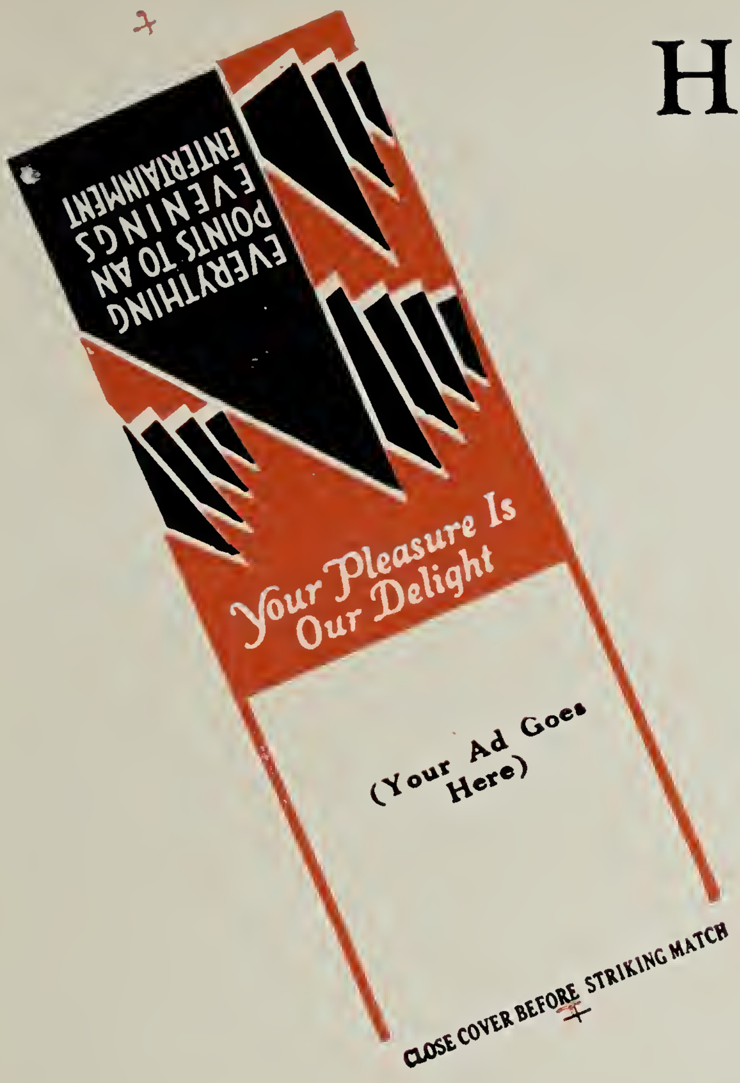


GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ________________________________

Theatre ______________________________

Town_______________ State______________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.
(Front)

YOUR PLEASURE IS OUR DELIGHT

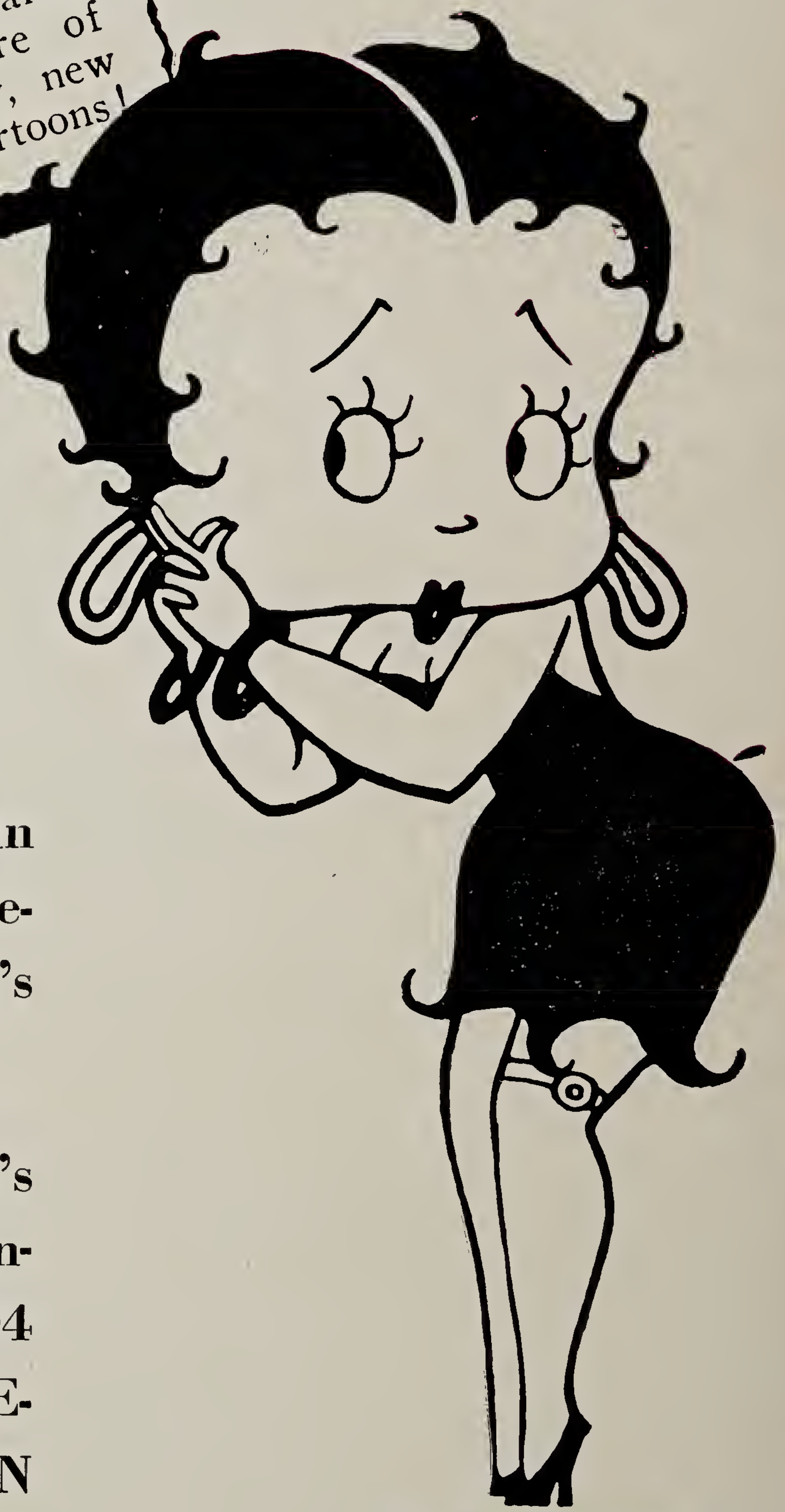
(Back)
As Illustrated on Design Above

Brand New Kind of Star!

> She's always on time at the set, isn't a bit upstage, never misbehaves off the screen, can sing, dance, play, ride and swim, and combines the simplicity of Mary Brian, the subtlety of Norma Shearer, the fire of Garbo, the sweetness of Joan Bennett and the allure of Dietrich. You'll never guess who! It's Betty, new leading lady for Bimbo in the Fleischer Talkartoons!
>
> —*Screenland Magazine*

Miss Betty Boop. Popular leading lady in Max Fleischer's Paramount Talkartoons elevated to stardom by public demand. She's the hit of every show!

Just another big seat-seller in Paramount's 1931-32 line-up of quality shorts, which includes PARAMOUNT SOUND NEWS, 104 issues. 32 TWO-REEL COMEDIES. 52 ONE-REEL PRODUCTIONS, INCLUDING SCREEN SOUVENIRS. 18 SCREEN SONGS. 18 TALKARTOONS (here's where Betty shines). 12 PARAMOUNT PICTORIALS.



BETTY-BOOP

PARAMOUNT SHORTS

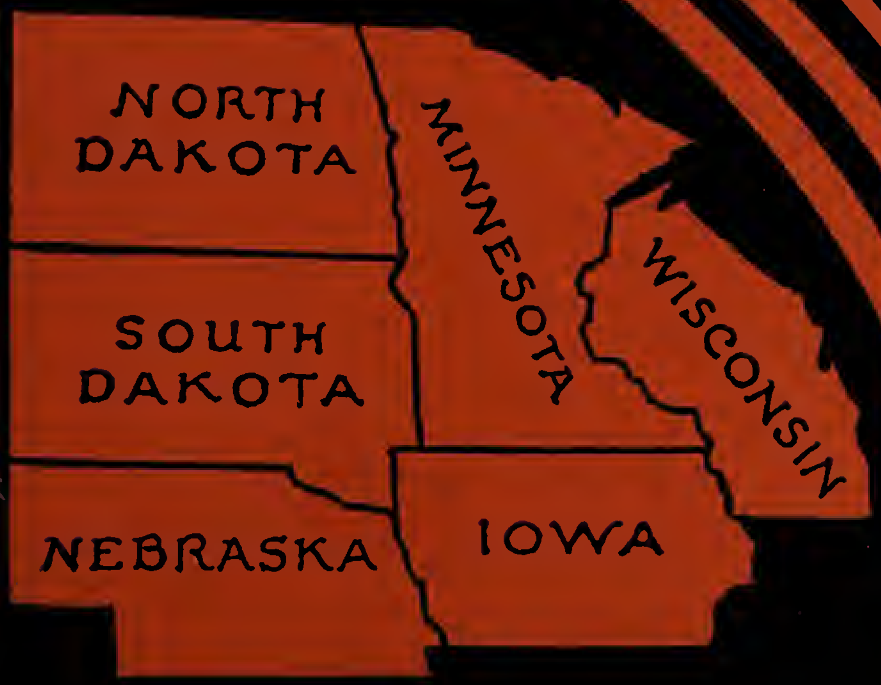
OCT. 20, 1931
VOLUME XII NUMBER 22

MOVIE AGE

GOOD FILMS DRAW DESPITE SLUMP IN NORTHWEST

DEPINET REITERATES HIS TABOO ON SMUT

MOTION PICTURE WEEK, ZONING AND PROTECTION SURVEY


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

MURDER SENT A NORTHWEST "MOUNTY" DEEP INTO THE HEART OF THE WILDERNESS AND INTO THE HEART OF A GIRL!

"IN LINE of DUTY"

with SUE CAROL and NOAH BEERY

The Corporal got his man—and that man was the father of Felice Duchene, the girl who won his love.

Throbbing drama against the background of nature's mighty force and grandeur.

Men who do or die on the trail of duty and daring. Gripping action that will make the fans' teeth grit. An appealing love story amid the pictorial beauty of the rugged wilderness.

"IN LINE OF DUTY" means box-office lines! It has the cast—Sue Carol, Noah Beery, Francis McDonald, James Murray—the story, the action, the drama, the stirring, inspiring setting of the Canadian Northwest.

AVAILABLE AT 33 MONOGRAM EXCHANGES

MONOGRAM PICTURES CORPORATION
723 SEVENTH AVENUE, N. Y. C.

FOREIGN DISTRIBUTORS
RITCHEY EXPORT CORPORATION

MIDWEST FILM DISTRIBUTORS	CAPITOL PICTURES CORP.	SECURITY PICTURES, INC.
Omaha, Nebr.	Minneapolis	Milwaukee, Wis.

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

New Ordinance Passed

Depinet Reiterates Taboo on Smut

"Public Fed Up on Gangster and Sex," Pathe Official Says on Visit Here.

Gangster and sex pictures are taboo as far as Pathe is concerned.

This is the word brought to Northwest exhibitors by Ned Depinet, Pathe general sales manager, on a visit to the Minneapolis exchange.

"Pathe is convinced that the public has been fed up on gangster and sex dramas and that the surfeit of such pictures during the past year has done the industry considerable harm," said Mr. Depinet.

"Some time ago we quit making such pictures and none will be produced in the future. 'Devotion' is a sample of the type of picture on which we are concentrating and the immense business being attracted to it everywhere is an indication, we think, that we have found what the public wants and will pay to see, even during the height of a depression. This is clean, wholesome entertainment."

Good Films Win

Although Situation Is Acute, Outstanding Pictures Still Play to Good Business, Survey Shows

With the general business depression becoming more acute, apparently, exhibitors in the territory are beginning to feel the slump's effects to a greater extent and, during the past few weeks in particular, there has been a marked falling off in patronage.

Nevertheless, outstanding pictures still are playing to highly profitable patronage, a MOVIE AGE survey reveals.

The public is shopping more than ever before, but will flock to see the attractions it really wants, reports to this publication indicate.

Cases in point were cited last week in Minneapolis where trade

(Continued on page 8)

HONOR LOU BREESE

Governor's Guest for Columbus Day

Lou Breese, orchestra director and master of ceremonies at the Minnesota Theatre, Minneapolis, himself an accomplished musician and of Italian heredity, was a guest of honor at the big Columbus Day celebration which Northwest Italians held in St. Paul. A feature of the celebration was the unveiling of a costly statue of the discoverer of this continent on the lawn of the state capitol.

Breese was a guest of Governor Floyd B. Olsen at a dinner for Italian dignataries who came to the Twin Cities for the occasion. He also figured prominently in the parade and other ceremonies, speaking for a Paramount sound news issue on the event. He contributed several musical numbers at the dinner and made a personal appearance at a special midnight show at the St. Paul Paramount where a motion picture in Italian dialogue was presented.

Montgomery Convalesces

There's much rejoicing along Minneapolis Film Row as a result of the rapid recovery of M. E. Montgomery, popular Pathe exchange manager, from a critical illness. It is expected that Montgomery will be back on the job shortly.

Milwaukee Transfer

Milwaukee—The Gem Theatre, local neighborhood house formerly operated by Frank Trottman, now operator of the Ace, has been taken over by Bernard Lassack.

Motion Picture Week

By M. E. CUFFEL, Editor

MEMBERS of the Northwest Theatrical Committee for Unemployment Relief are to be commended for their speedy action on the Hays' plan for a National Motion Picture Week for unemployment relief. No time was lost in getting the wheels in motion to assure full participation by the industry in this territory.

The theatrical industry in the Northwest, like that in other sections, never has failed to do its part in any move to bring relief to the needy or suffering. Its eagerness to help alleviate distress has earned for it the good-will of the masses and the manner in which it now comes to

(Continued on page 4)

Oskosh Law Compels One Man for Each Machine; Other Towns May Follow Suit.

Oshkosh, Wis. — An ordinance providing for one operator for each projection machine has been passed by the common council here. A penalty of $25 to $100 for the first offense and a fine of $100 to $200 for the second offense is provided for in the ordinance. It is expected that similar legislation will be enacted by other Wisconsin cities.

Inasmuch as two or more machines are used, this ordinance makes maintenance of two men in the booth compulsory.

Exhibitors throughout the territory are expected to protest the adoption of the ordinance in their respective towns.

GOULD TO COLUMBIA

Manager Elated Over New Product

Ben Marcus, Columbia exchange manager, Minneapolis, announces the acquisition of William Gould for his sales staff. Gould has been associated with the film business in the territory for many years, having been with Fox in Minneapolis and Universal in Sioux Falls.

Marcus is enthusiastic over "Platinum Blonde," a print of which recently arrived at the Minneapolis exchange. All those present at a screening of this latest Frank Capra production predicted that it will be a box-office smash in the territory. Marcus himself is confident that it will vie with Columbia's "Dirigible" and "The Miracle Woman" as an outstanding box-office draw.

Croft Takes Two

Pewaukee, Wis.—A. L. Geyer has relinquished his Owl Theatre here and his Victor Theatre at Hartland to R. W. Croft.

"Devotion" Headliner; "Palmy Days" Promising

Average Weekly Gross Figured as 100 Per Cent

First Run Head -- ---
"Devotion" Headliner;
"Palmy Days" Promising

Minneapolis (week ending Oct. 16)—"Devotion" at the RKO-Orpheum was the big drawing card of the week, winning fine newspaper notices and pleasing the customers. Ann Harding is a big favorite and great magnet here.

"Palmy Days," opening United Artists' Pantages Theatre, is off to a fine start and promises to do very well. "The Spider" at the Lyric and "The Viking" at the Aster for its second loop run enjoyed much better than average business. "My Sin" at the Minnesota was a box-office disappointment, but met with good audience response. "Secrets of a Secretary" at the State also failed to draw as well as expected.

Aster—**The Viking** (J. D. Williams), C. Starrett. **Business:** 120 per cent. **Summary:** Thrilling picturization of a seal expedition in the Arctic. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News, comedy.

Lyric—**The Spider** (Fox), Edmund Lowe, Lois Moran and El Brendel. **Business:** 115 per cent. **Summary:** An engrossing murder mystery yarn revolving about a magician and with a theatre as its locale. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news; comedy, screen vaudeville.

Minnesota—**My Sin** (Param'nt), Frederic March, Tallulah Bankhead. **Business:** 80 per cent. **Summary:** Highly artificial and frequently implausible drama of a woman with a past and the problem of whether she should tell all to the man who wishes to marry her; considerable audience appeal for the non-discriminating. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show and sound news.

RKO-Orpheum — **Devotion** (Pathe), Ann Harding. **Business:** 125 per cent. **Summary:** Faultlessly directed and acted story of a young woman who adopts a disguise and blossoms forth as a middle aged governess to be near the man she loves; story not so much, but great cast and direction put it over big. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville, sound news and comedy.

RKO Seventh Street — **High Stakes** (RKO), Lowell Sherman and Mae Murray. **Business:** 70 per cent. **Summary:** Dull and talkie drama of a writer who balks an adventuress' plot to fleece his elderly brother. **Entertainment Merits:** 60 per cent. **Short Subjects:** Sound news, comedy and screen vaudeville.

State—**Secrets of a Secretary** (Paramount), Claudette Colbert. **Business:** 80 per cent. **Summary:** Old-time melodrama which frequently fails to ring true, but which holds the interest well most of the time; the romance of a penniless but attractive social secretary and a wealthy nobleman. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newscasting, song cartoon, Andy Clyde comedy, and "Football Thrills."

U. A. Pantages—**"Palmy Days"** (United Artists), Eddie Cantor. **Business:** 125 per cent. **Summary:** Fun, song and pretty girls in this high-powered musical comedy concerning Eddie's love affairs. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news, and screen vaudeville.

MILWAUKEE

Alhambra—**Sporting Blood** (M-G-M), Ernest Torrence, Clark Gable, Madge Evans. **Business:** 110 per cent. **Summary:** A movie with good sense, good photography and entertainment concerning a thoroughbred horse. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal newsreel; comedy.

Garden—**Palmy Days** (U. A.), Eddie Cantor, Charlotte Greenwood. **Business:** 140 per cent. **Summary:** Here is one of the leaders in the current back to musical comedy movement. **Entertainment Merits:** 95 per cent. **Short Subjects:** Comedy and newsreel.

Palace — **Merely Mary Ann** (Fox), Charles Farrell and Janet Gaynor. **Business:** 100 per cent (ended second and final week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox News; comedy.

Riverside — **Devotion** (R K O-Pathe), Ann Harding, Leslie Howard. **Business:** 115 per cent. **Summary:** The story of a wallflower daughter of an explorer and her devotion to the unhappily married man of her affection. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville.

Strand—**The Mad Parade** (Paramount), Louise Fazenda, Lilyan Tashman, Evelyn Brent. **Business:** 95 per cent. **Summary:** "The Mad Parade" is a rather silly story of women in the World War in which the love of an aviator, who is never shown, motivates no small amount of jealousy. **Entertainment Merits:** 80 per cent. **Short Subjects:** Fox News; comedy.

Wisconsin — **Wicked** (Fox), Elissa Landi, Victor McLaglen. **Business:** 100 per cent. **Summary:** A rather involved and dramatic offering rather void of sincerity and emotional honesty. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox News.

Motion Picture Week

(Continued from page 3)

the front again is sure to win the public's approval.

Comment by committee members on the Hays' proposal has been unanimously favorable. The plan seems well conceived and if exhibitors fall in line to co-operate with the Northwest and national committee in the manner now indicated it will put the industry in a most favorable light for having done its duty well at this time of national emergency and crisis.

The personnel of the Northwest committee is such that we feel confident that when the results are compiled we are certain it will be found that this territory will be out in the front as far as actual accomplishments are concerned.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES
$2.00 UP

Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM
IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING LAKE MICHIGAN—
CHICAGO AT YOUR FEET

U. A. Off to Flying Start as Exhibitor

United Artists is off to a flying start as a Minneapolis exhibitor.

United Artists' Pantages Theatre, leased by it to house U. A. pictures following failure to reach terms on the product with Publix or RKO, opened last Wednesday evening with "Palmy Days" to 3,000 paid admissions.

The 3,000 represents complete capacity for the two shows given Wednesday night. Hundreds were turned away during the evening.

The picture has continued to do big business since the opening and undoubtedly will rnn for at least two weeks and possibly three. A huge advertising and exploitation campaign preceded the opening and its effectiveness was attested to by the large initial crowds.

As a result of a tie-up with the Continental Baking Co., a parade participated in by 68 of the latter concern's trucks was staged to advertise the picture and theatre opening on Wednesday. A police escort headed the parade.

H. D. Buckley, vice-president and in charge of United Artists' theatres, and Ben Fisch, district manager of United Artists, attended the Minneapolis premiere.

"Mickey" Creator Relaxes

Hollywood—Walt Disney, creator of Mickey Mouse has left the celluloid city for a five-weeks' vacation, his first in four years. His itinerary includes Kansas City, his old home town. Mrs. Disney is accompanying the producer.

Russ Brown Signed

New York — Russ Brown, featured comedian of the musical comedy success "Flying High," has been signed by Sam Sax, head of the Vitaphone studio, for two Vitaphone shorts, "Shake a Leg" and "Box Office Blues."

Re-Elect President

Milwaukee — The Allied Independent Theatre Owners of Wisconsin re-elected Frank J. McWilliams as president at its two-day convention here October 13-14. Other officers include: Chas. Washicheck, vice-president; Ed Maertz, secretary; L. K. Brin, treasurer. Directors named are Frank J. McWilliams, Washicheck; L. K. Brin, John A. Laudwig, O. L. Meister, James Zanias, Neil Duffy, O. V. Kelly, J. P. Adler and Percy Palmer. Among speakers at the meeting were Al Steffes, H. M. Richey, Fred Gilford and Bennie Berger.

BRIGHT BITS and NEWSY NOTES

The National Theatre Supply Company, 56 Glenwood avenue, Minneapolis, has been appointed Northwest distributor for the Acme Portable Sound-on-Track equipment manufactured by the International Projection Company of New York City. This equipment is designed principally for churches, schools and the smaller showhouses.

* * *

The new Crystal Theatre, Robbinsdale, Minn., will open about October 30 with projection equipment, a screen, drapes and chairs furnished by the National Theatre Supply Co. of Minneapolis. F. E. Anderson is the proprietor and will manage the house.

* * *

J. J. Schultz has opened the Jordan Theatre, Jordan, Minn., with Universal - on - Track sound equipment furnished by the Northern Theatre Supply Co., 19 Glenwood avenue, Minneapolis. The latter concern also provided the projection equipment and Vocalite screen for the New Avalon Theatre, Thief River Falls, Minn. Anderson, Anderson and Holte are the proprietors.

* * *

The New State Theatre, Devil's Lake, N. D., has reopened with newly-installed RCA sound equipment. Archie Miller is the proprietor. R. R. Hill, the local manager, says prospects for RCA equipment are fine.

* * *

R. St. Anthony, formerly with Publix in Minneapolis, has gone to Beloit, Wis., to manage a theatre for Fox-Midwesco there.

* * *

Publix theatres in the Twin Cities are celebrating a Hal Daigler week in honor of their city manager. Especial efforts were made to boost grosses during the seven days starting October 18.

* * *

Bernice Babbler, Publix chief telephone operator, is back at her desk after a brief illness.

* * *

Joe Behan, well-known as a booker in Minneapolis, is now on the road for Capitol Films. He started with the company as a booker in which capacity he also has served M-G-M and Columbia.

CINEMATOGRAPH ANNUAL

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

TABLE OF CONTENTS

Introduction	John F. Seitz, A. S. C.
Cinematography an Art Form	Lewis W. Physioc
Cinematics	Slavko Vorkapich
The Evolution of Film	
Optical Science in Cinematography	W. B. Rayton
The Evolution of the Motion Picture Professional Camera	Joseph A. Dubray, A. S. C.
Composition in Motion Pictures	Daniel Bryan Clark, A. S. C.
Painting With Light	Victor Milner, A. S. C.
Sensitometry	Emery Huse
Light Filters and Their Use in Cinematography	Ned Van Buren, A. S. C.
Borax Developer Characteristics	H. W. Moyse and D. R. White
Materials for Construction of Motion Picture Processing Apparatus	J. I. Crabtree, G. E. Matthews and J. F. Moss
Effect of the Water Supply in Processing Motion Picture Film	J. I. Crabtree and G. F. Matthews
The Art of Motion Picture Make-up	Max Factor
Pictorial Beauty in The Photoplay	Wm. Cameron Menzies
Philosophy of Motion Pictures	George O'Brien
Wide Film Development	Paul Allen, A. S. C.
The Still Picture's Part in Motion Pictures	F. Archer, A. S. C.
Motion Picture Studio Lighting with Incandescent Lamps	R. E. Farnham
Color Rendition	Jackson J. Rose, A. S. C.
Motion Picture in Natural Color	Hal Hall and Wm. Stull, A.S.C.
The Ancestry of Sound Recording	H. G. Knox
The Nature of Sound	Professor A. W. Nye
Architectural Acoustics	Dr. Vern O. Knudsen
Sound Personnel and Organization	Carl Dreher
Motion Picture Sound Recording by R-C-A Photo-Phone System	R. H. Townsend
Motion Picture Sound Recording by Fox Film Company	E. H. Hansen
Motion Picture Sound Recording by Western Electric Method	Dr. Donald MacKenzie
Reproduction in the Theatre	S. K. Wolf
Reproduction in the Theatre by R-C-A Photophone System	John O. Aalberg
Technic of Recording Control for Sound Pictures	J. P. Maxfield
Dubbing Sound Pictures	K. F. Morgan
Recording Sound on Disc	Col. Nugent H. Slaughter
Non-Theatrical Motion Pictures	Milton Stark
Cinematography Simplified	William Stull, A. S. C.
Cinematography for the Personal Movie	
The Dusenbery System of Estimating Exposure	H. Syril Dusenbery
Micro-Cinematopraghic Apparatus	Heinz Rosenberger
What They Use in Hollywood	
Useful Facts and Formulae	

675 Pages—Over 300 Diagrams & Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

Send Cash With Order—Your Books Will be Shipped Promptly, Postage Prepaid.

ASSOCIATED PUBLICATIONS
4704 East Ninth Street
KANSAS CITY, MO.

THE PUBLISHER'S PAGE

ACTION--the Business Stimulator

AFTER talking pictures scored their first big hit with the public, interest in them began to lag because they lacked action; they were inanimate; they were punchless because of too much dialogue and too little of the quality that made motion pictures initially successful—ACTION. Today we find a condition in this business that is comparable. The aggressiveness that has always been this industry's chief characteristic has very markedly given way to passiveness. What action is noticeable seems to be laggard. Just as it was necessary to put ACTION into talking pictures so is it necessary to put ACTION behind the selling of the product that is being made and exhibited by this industry today. There has been entirely too much talk about bad business and too little action to improve it.

NO picture, no matter how good, puts itself over. It has to be SOLD and sold properly. In fact, the bigger the picture and the greater its entertainment value the more sales push it deserves. The showman, who has been following through on the old principles of selling the show or the angle in the feature that had the biggest public appeal, doesn't know that such a thing as red ink exists. While his brother exhibitor, who has been expecting the picture to sell itself on the merits a film salesman sold him on, is buying red ink by the pint bottle.

A VISIT with the editor of a theatre circuit house organ revealed many inexpensive showmanship ideas that are being executed by men with initiative and bringing in good returns at the box office. This editor declared to us, "The ideas aren't all new, they're old ideas redressed to fit the occasion. It doesn't matter if an idea for putting over a show is old or new, just so long as it gets results. But it is important to know how and when to adapt the old ideas to present day needs." He showed us quite a number of instances where just a little extra effort proved more than worth while.

EMPTY seats in theatres indicates a too-much occupied swivel chair in the manager's office. The boys, who stir their stumps and divert thumb-twiddling and bad times talking into ACTION, are doing good business with only fair product and great business with good product.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office: 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill., MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; New ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Industry Behind M.P. Week

Exhibitors Everywhere Indicate Desire to Co-operate in Move for Jobless Relief.

Theatres in all parts of the nation are united in a co-ordinated movement in all branches of the industry to put over Motion Picture Week, November 18-25, announced last week by Owen D. Young, chairman of President Hoover's Committee on Mobilization of Relief Resources.

Motion Picture Week was offered to Mr. Young, on behalf of the industry, by Will H. Hays, M. A. Lightman and Abram F. Myers, and in accepting it, Mr. Young paid high tribute to the industry and thanked it for the prompt and inspiring co-operation.

A desire on the part of theatre owners and exhibitors' organizations everywhere to co-operate is revealed. The National Committee, 32 district committees, the more than 400 city committees and special groups representing all branches of the industry stand ready to further the plans of National Motion Picture Week for the relief of the unemployed.

Under this plan theatres everywhere will co-operate with local agencies. Theatres will be used in non-performance hours for meetings, etc. Each theatre in the United States is asked to give at least one special extra performance. The proceeds from these performances will be turned over to local relief agencies for local use. The extra performance day will be designated by established District Committees as Motion Picture Day.

BOSTON TO AID

All Committees Meet to Map Plans

Boston—The third meeting of the Boston District Committee of the Motion Picture organization for unemployment relief, with Martin J. Mullin, chairman, and Secretary J. J. McGuiness in charge, was held at the headquarters of the Allied Theatres of Massachusetts on Friday afternoon, October 16.

Awaiting further instructions from the central committee, several ideas were talked over regarding the handling of the situation in Boston.

G. Ralph Branton has been chosen chairman of the Boston city committee and has appointed the following as members of that body: Victor Morris, J. J. McGuiness, Maurice Wolf, Stanley Sumner, Al Somerby, and Harry

(Continued on page 13)

"UNION SUCKS LIFE BLOOD

From Other Theatre Employees," Lightman Avers in Plea for "Fair" Wage Equalization.

New York — Charging that the union projectionists are "sucking the life's blood from other theatre employees," M. A. Lightman, M.P.T.O.A. president, has started his campaign for revision of employes' salaries "to effect a fair standard of compensation" for all theatre workers. The exhibitor leader will ask other showmen to join with him in the equalization drive.

Objective of Lightman's plan is a distribution of wages to theatre employes, under which operators and other highly-paid workers will agree to salary reductions which will be pro-rated among low-paid employes. He holds the present situation, which gives one class of employes a one-sided advantage over all others, to be unjust.

Lightman pleaded with exhibitors attending the recent eastern Missouri and southern Illinois convention to make an effort to induce the unions to reduce their wage scales. He said $210 of a $600 intake at one of his second-run theatres in Memphis was paid to union projection room operators, who work five and a half hours a day.

"In order to realize the thinnest possible profit," he said, "I have been forced to curb other expenditures. Is it fair to pay the operators $55 a week each, when the ticket girl is getting only $12? When the chief doorman, who has a family to support, receives $15? When another doorboy gets only $5 and the porter draws $12?

"The union scales were set when all theatres were making money, and now that the depression has struck they are unwilling to submit to a wage slice," Lightman continued. "Don't get the idea I'm opposed to organized labor. More power to it, I say, when it meets the situation. But as the union now exists, it is sucking the life's blood from other theatre employes."

Three For Arliss

New York — George Arliss, recently arrived from England, plans to make three new pictures for Warner Bros. before returning to England next summer. He will appear in one picture this fall and will make two more after Christmas.

A Bumper Indie Year

RKO Official Believes Cut in Exclusive Protection Days Will Aid Independents.

New York — Independents are on the threshold of a bumper year, Charles Rosenzweig, RKO executive, believes. Reductions in exclusive protection playing days reported being made by the larger circuits and distributors will benefit independent exhibitors and small circuits, he says.

Rosenzweig, returned from a coast-to-coast tour, told Film Daily that "the number of protection days allowed large theatres has been cut considerably in every city. Independents are on the threshold of a bumper year. What with playing dates moved up for them and the fact that factories all over the country are beginning to re-employ many workers, the outlook is indeed promising."

KID FILM DEMAND

Ideal Pictures Also Have Adult Appeal

New York—Kid pictures are more in demand today than ever. Exhibitors seeing the trend are making this fact clear to producers, according to Claude C. Ezell, eastern general sales-manager of Warner Bros.-First National.

"One of the wants of today is the kid pictures that will bring the youngsters back into the theatre," said Ezell. "The ideal picture of this type is, of course, the one that also possesses attractiveness for adults in recalling their own youth. The hint we got regarding this with "Father's Son' is being strengthened since the production of our succeeding Tarkington picture, 'Penrod and Sam'."

"Her Cardboard Lover"

Culver City — "Her Cardboard Lover," it is announced by the Metro-Goldwyn-Mayer studios, will be the next Buster Keaton starring vehicle. Edward Sedgwick is directing.

HI-LITES IN THE WEEK'S NEWS

New York—Approximately 12,000 wired theatres are in active operation in the United States, according to a checkup by RKO through its country-wide exchanges. A similar survey in Canada shows 499 sound houses now open.

* * *

Kansas City—Irate patrons of the Oak Park Theatre mobbed two union pickets on duty Sunday evening following explosion of a sulphur bomb in the auditorium. A riot call was turned in and the pickets rescued by the quick action of a dozen policemen.

* * *

Cleveland—J. J. Harwood, veteran exhibitor leader and president of the Cleveland M. P. Exhibitors Association for the past five years, died Thursday afternoon of a heart attack, while undergoing treatment at a local health club.

* * *

Chicago—"Shoot to kill" orders were issued by the police department following the dynamiting of the Easterly, north side house. The bomb, which wrecked the theatre, was the thirteenth such missel hurled in the Theatre-Union Labor war.

* * *

New York — ERPI and RCA have refused, in any way, to lower the costs of sound for producers and exhibitors.

BIG WAR-F. N. YEAR

Seventy Pictures For New Season

New York — Fourteen pictures are to be started at the West Coast studios of Warner Bros. and First National Pictures during the next two months, says J. L. Warner, vice-president in charge of production for the affiliated companies.

Four of these pictures are now under way, four are to start within a few weeks, and by December 1 twenty-one pictures of the seventy to be produced during the year will be completed and ready for release, Warner states.

Getting The Habit

"Going Ultraphone" is a habit Circuit owners are rapidly acquiring, together with the popular demand by independents in this territory. Some of the better known Independent circuits of the territory installing ULTRAPHONE Track are the following:

J. P. ADLER
of Marshfield for his theatres at Waupaca, Neillsville, and Marshfield, Wisconsin.

PARSONS & SONS
for their theatres at Renville, Lake Crystal and Springfield, Minnesota.

THE FRANKLIN AMUSEMENT COMPANY
of Minneapolis who controls the Franklin, Gopher, Park and La Salle Theatres in Minneapolis.

THE FINKELSTEIN CIRCUIT
of Iowa with headquarters at St. Paul, Minnesota.

THE TROXELL CIRCUIT
of Wilber, Nebraska.

A. C. GUTTENBERG
who controls the Grand and Hollywood Theatres, Milwaukee.

JACK HEYWOOD
for his theatres at New Richmond, Cornell, Amery and Stanley, Wisconsin.

GEORGE MINER AMUSEMENT COMPANY
with headquarters at Rice Lake, Wisconsin.

JOE & DAN MILNAR
who own the theatres at Hastings and Spring Valley, Minnesota.

JOHNSON & ANDERSON
for their theatres at Osseo, Galesville and Blair, Wisconsin.

FRANK KOPPELBERGER & RAY STEWART
of the Kayess Theatre Company, La Crosse, for their theatres at Virocqua and Black River Falls, Wisconsin.

CHARLIE PERRIZO AND ASSOCIATES
for their theatres at Cass Lake, Deer River and Sauk Center, Minnesota.

NEBRASKA THEATRE CORP. CIRCUIT
of Omaha, Nebraska.

POPULAR AMUSEMENT CIRCUIT
of Omaha, Nebraska.

[There must be a reason why these successful circuit owners installed Ultraphone Track Equipment in preference to all other makes.]

ULTRAPHONE SOUND SYSTEM, INC.

34-36 Glenwood Ave. Phone: Geneva 6210 Minneapolis

Films Beat Slump

(Continued from page 3)

has been tobogganing at an alarming rate recently.

At the RKO-Orpheum, which has had a succession of slim weeks, business suddenly jumped tremendously with "Devotion," starring Ann Harding, showing a gain of around 50 per cent over the four preceding weeks. Credit for the tremendous spurt goes to Miss Harding's drawing power and the merits of the picture. The film offerings during the month prior to "Devotion's" showing were comparatively weak. At least, they were not outstanding in quality, it is stated.

Similar experiences were enjoyed last week in Minneapolis at the Lyric and Aster where grosses were much higher than at any time in recent months. In both of these instances, too, the strength of the screen attractions received credit for the boost in takings. The Lyric had "The Spider" and the Aster had "The Viking" for its second loop showing, this time at 25c top compared with 50c at the Lyceum recently.

Pictures which are reported as still doing big business over the territory include: "Dirigible," "The Miracle Woman," "Bad Girl," "A Connecticut Yankee," "Daddy Long Legs," "Doctors' Wives," "Young As You Feel," "A Free Soul," "Sporting Blood," "Strangers May Kiss," "This Modern Age," "Trader Horn," "An American Tragedy," "Huckleberry Finn," "Monkey Business," "Skippy," "The Silent Lieutenant," "Caught Plastered," "Cimarron," "Cracked Nuts," "Donovan's Kid," "The Public Defender," "Common Law," "Born to Love," "Painted Desert," "Air Police," "In Old Cheyenne," "The Arizona Terror," "South of Santa Fe," "City Lights," "The Front Page," "Indiscreet," "Dracula," "The Iron Man," "Mother's Millions," "Seed," "Waterloo Bridge," "Illicit," "The Millionaire," "The Public Enemy," "Night Nurse," "Smart Money" and "The Star Witness."

Clearance Probe

Madison, Wis.—At the instigation of the Wisconsin Allied unit, exhibitors are being called in individually by the department of agriculture and markets in an effort to determine whether clearance granted to affiliated theatres in the state constitutes an unfair trade practice. If so, a hearing will be held at an early date.

EXPLOIT "SPIRIT"

Universal Film Plays to Big Business

Milwaukee—"The Spirit of Notre Dame" enjoyed an excellent business at Universal's Alhambra Theatre here, due in no small degree to the splendid publicity given the picture. The show opened on a Thursday night instead of Friday morning and a feature in connection with the opening was the appearance of Marquette's football team together with the Marquette band.

The band, followed by a throng of students, marched down Wisconsin avenue, many of them carrying banners announcing that they were going to the Alhambra to see the picture. The parade attracted a great deal of attention and the house did an excellent business on the opening night.

In addition to the tie-up with Marquette university, the Alhambra secured window tie-ups in some of the outstanding downtown stores, including department stores and athletic shops. The Alhambra Theatre is under the management of Fred S. Meyer, who is also president of the M. P .T. O. of Wisconsin.

ULTRAPHONE DEALS

Business Good for Sound Device

Ted Karatz, general manager of Minneapolis Ultraphone office, reports the following recent installations:

New Grand Theatre, So. Milwaukee; South Side Palace, Fern, Atlas, Elite, Murray, Peerless, Milwaukee; Roseland, Beacon, Princess, Moon, Magic, Circle, Omaha; Auditorium, Highland; Isle, Minocqua; Lincoln, Sheboygan, Scott, Black River Falls, Wis.; Laurium, Laurium, Mich.; Bayport, Bayport; Grand, Hallock; Grand, Wheaton; Crystal, Robbinsdale, Minn.; Corn, Everly; Princess, West Union; Rialto, Pocahontas; Isis, Webster City; Park, Ft. Dodge, Iowa; State, Bottineau; Grand, New Salem; Bijou, Beach; Sun, Mott, N. D.; Opera House, Murdo; Lyric, Webster; Waubay, Waubay; S. D., and the Palace and Sheridan at Elmwood and Chicago, Ill., respectively.

o

Muscatine, Ia. — The Boston-Uptown Theatre here has been completely remodeled prior to reopening. Among its features is a new cooling and ventilating system.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.

American Tragedy — Paramount (85). Theodore Dreiser's much discussed novel excellently portrayed on the screen with Phillips Holmes in the hero role. (Aug. 18)

Bad Company—RKO-Pathe (78). Gangster picture which is different from the ordinary type with topnotch performance by Ricardo Cortez. (Sept. 29)

Bad Girl—Fox (90). Another Frank Borzage directorial achievement. James Dunn proves a fine discovery by Fox. (Sept. 1)

Big Gamble—RKO-Pathe (63). Octavus Roy Cohen story with plenty of action and punch that should satisfy. Bill Boyd and Dorothy Sebastian co-starred. (Sept. 15)

Bought—Warners (83). Constance Bennett and her father, Richard, stand out in this excellent production, mainly for class audiences. (Sept. 1)

Brat—Fox (65). Good entertainment for the majority. Excellent cast, including Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill and June Collyer. (Sept. 15)

Caught—Paramount (67). Fair programmer about a notorious woman desperado of the old West. Top honors go to Louise Dresser for her character role. (Aug. 25)

Caught Plastered—Radio (72). Wheeler, Woolsey and Lee together again in another mirthful laugh production, injected with bits of human interest. (Sept. 1)

Confessions of a Co-ed—Paramount (75). Sophisticated story of modern university life with Sylvia Sidney as the youthful freshman. Good box-office picture. (July 28)

Dugan of the Badlands—Monogram (60). First of the Monogram westerns teaming Bill Cody and Andy Shuford. Recommended for general family trade. (July 21)

East of Borneo—Universal (74). Smash melodrama with all the mystery of the Orient and a jungle background to keep the audience gasping with suspense. (Sept. 8)

Ex-Bad Boy — Universal (68). Situation farce in which Robert Armstrong contributes another hit performance to his screen career. Spencer Charters is outstanding. (Aug. 4)

Five Star Final—First National (89). A powerful dramatic story that will get over big with any audience. Excellent cast starring Edward G. Robinson. (Sept. 22)

Great Lover—M-G-M (70). Sophisticated story, somewhat sexy and lacks action. Adolphe Menjou not so good. (Aug. 18)

Guilty Hands—M-G-M (69). Another triumphant achievement for Lionel Barrymore in a story that strikes a new chord in plot technique. (Aug. 25)

Hard Hombre—Allied (65). The third of the Hoot Gibson series which should prove delightful entertainment for both mass and class. (Sept. 1)

Honeymoon Lane—Paramount (70). Eddie Dowling, as usual, radiates with his likeable personality and winsome smile. (Aug. 11)

Magnificent Lie—Paramount (79). Nothing outstanding; direction a bit weak in spots; Ruth Chatterton is miscast. Comedy relief furnished by Stuart Erwin. (Aug. 11)

Miracle Woman—Columbia (90). A Barbara Stanwyck production that should be a miracle box-office performer anywhere. (Aug. 4)

Mother and Son—Monogram (68). Clara Kimball Young gives a fine performance in this picture of Reno and the gaming table. (Aug. 11)

Mystery of Life—Universal (73). Interesting film propounding the Darwin theory of evolution with explanatory remarks by Clarence Darrow and Dr. H. M. Parshley. (Aug. 18)

Night Life in Reno—Artclass (60). Mrs. Charles Farrell (Virginia Valli) in a society drama with the famous divorce city as a background. (Sept. 8)

Night Nurse—Warners (73). Smart story well cast with box office names headed by Barbara Stanwyck and Ben Lyon. (Aug. 4)

Pagan Lady — Columbia (77). Picture smacks of "Rain" in its motif of religious repression and Evelyn Brent is somewhat of the Sadie Thompson type. (Sept. 29)

Pardon Us—M-G-M (55). Laurel and Hardy score in their first feature-length comedy as two inmates of the Big House getting into one mess after another. (Aug. 18)

Personal Maid—Paramount (74). Nancy Carroll in a story that fails to convince; good entertainment nevertheless. (Sept. 22)

Politics—M-G-M (73). Dandy Dressler-Moran feature which won't disappoint the fans. (Aug. 11)

Public Defender—Radio (74). Richard Dix fans should like this one; rates better than average. Shirley Grey, a new star, does excellent. (Aug. 4)

Rebound—RKO-Pathe (91). Mainly for class audiences of the type who appreciated "Holiday." Ina Claire holds top honors in the cast. (July 28)

Secret Call—Paramount (73). An expose of crooked politics in a big city. Excellent cast headed by Richard Arlen and Peggy Shannon. (July 21)

Secrets of a Secretary—Paramount (79). Claudette Colbert in a smart society drama supported by a cast of new faces that get over well. (Sept. 8)

Side Show—Warner Bros. (69). Story of circus life which should appeal to the pop crowds. Winnie Lightner is most of the show. (Sept. 29)

Sidewalks of New York—M-G-M (73). A Buster Keaton picture that can't miss for laugh purposes; able support by Cliff Edwards, Anita Page and Norman Phillips, Jr. (Sept. 22)

Silence — Paramount (69). Interesting film fare for any audience. Clive Brook does masterful work with his part. (Sept. 15)

Son of India — M-G-M (73). An elaborate production which should please the most exacting audience. Ramon Novarro is excellent. (Aug. 4)

Spider—Fox (59). Mystery and murder worked out on a different angle with Edmund Lowe cast as a magician. (Sept. 22)

Sporting Blood—M-G-M (72). Excellent race horse production; highly appealing to the sentimental emotions. Clark Gable and Ernest Torrence superb. (July 28)

Stepping Out — M-G-M (73). Crammed full of wise-cracking with Charlotte Greenwood getting the better comedy breaks. Good bedroom farce. (July 21)

Star Witness—Warner Bros. (68). Should prove a sure fire despite the gangster angle. Good cast with Walter Huston and Charles (Chic) Sale. (Sept. 29)

Street Scene—United Artists (80). From the Elmer Rice stage success which won the Pulitzer prize; direction and camera work of the highest calibre. (Sept. 29)

Their Mad Moment—Fox (50). Warner Baxter and Dorothy Mackaill co-starred in a romantic drama that should please. (July 28)

Three Who Loved—Radio (75). Triangle romance of two bank clerks and a girl from Sweden. Good work by Betty Compson, Conrad Nagel and Robert Ames. (July 21).

This Modern Age—M-G-M (67). Typical Joan Crawford offering based on the story "Girls Together." Only fair production and nothing to rave about. (Sept. 8)

Too Many Cooks—Radio (77). Excellent picture for family trade featuring Bert Wheeler and Dorothy Lee; good, clean comedy throughout. (Aug. 18)

Transatlantic—Fox (74). Romance, suspense and action combine to make this far above the average film with Edmund Lowe carrying his role to perfection. (Aug. 18)

Traveling Husbands—Radio (74). Picture packed with entertainment and interest sustained throughout. Good cast headed by Evelyn Brent. (Aug. 18)

Unholy Garden—United Artists (75). A Ronald Colman picture that can't help but click anywhere. Good action and well directed. (Sept. 22)

Waterloo Bridge — Universal (80). An outstanding picture directed by James Whale. Mae Clarke and Kent Douglass convincing in the leads. (Aug. 18)

Woman Between—Radio (73). Good Lily Damita picture for the women fans, but not recommended for family trade. (Aug. 25)

Young As You Feel — Fox (72). Good, clean entertainment that should register big in any house. Will Rogers as good as ever. (Aug. 18)

AN ANSWER to Ben

Boston, Mass., October 10, 1931

Dear Mr. Shlyen:

Have just finished reading your article "Forward!!" IT'S GREAT! A few more similar articles may dispel this unnecessary pessimism and bring some of the "Powers That Be" to their senses.

With your permission I shall endeavor to answer the picture individual's indictment "and altogether without cause." His indictment may have been justified if he used the phrase "and altogether with cause."

The majority of the courageous fighters of yesteryear, the majority of the men who beat the Patents Trust, the majority of showmen who transformed nickelodeons into palaces are not in the business anymore and if they are they are very still —not because they want to be still—but—because they are not given the opportunity to yell.

I will agree with you that the men of yesteryear who are still in the business are too damned still for the industry's good—maybe they don't want to yell—maybe they fear the same fate of those who in the past "yelled and were heard."

And now you may ask—where are these men of yesteryear and why aren't they in the business any longer or if they are why aren't they amongst the leaders? They either are not amongst the leaders or they weren't wanted for the following reasons:

1. They weren't relatives or friends of the "Boss" or
2. They didn't belong to a certain clique, or
3. It wasn't a question of how much you knew but the question of whom you knew and how well you knew them, or
4. They wouldn't be "Yes Men" or
5. They really knew more than the man higher up and of course that would never do.

Many a man either in or out of the business to-day knows more about production-distribution and real showmanship than a lot of the present so-called "Executives."

These men cannot do the things which would be beneficial to the industry, because those on the outside are not allowed in—they know too much—and those on the inside either are not permitted to voice their opinion or are afraid to.

That is one of the reasons why this industry which at one time was the fifth largest in the world —is licked.

Do you mean to tell me that the motion picture business can be operated along the same lines as a chain grocery or drug store system? IT CANNOT!

Do you mean to tell me that a new man just entering the business either because his services are cheap or because he is a friend or relative of "so and so" can benefit the industry as much as a man who has been in the business since its inception or thereabouts? HE CANNOT!

*NOTE: *The Capitals and underscoring are Mr. Segal's*

hlyen's Editorial, "Forward!!"

I'm quite sure you will agree with me that a real showman is either born or has made show business his life's work. In order to be a showman the man must have that indefinable something which intuitively leads him to greater attainments, just like a great artist no matter whether that artist be a painter, musician or actor, etc.

Do you remember when one of the courageous fighters of yesteryear would start out bright and early in the morning with his hopes all gingered up expecting to land a nice, juicy order for a good starter—only to have the first prospect on his list drop a 200 lb. chunk of ice on his order? Of course you do.

That was one of the misfortunes of the brave.

Some of the big leaguers with highest batting averages walk up to bat with three men on bases, no outs, and eights innings to go; fully expecting to line out a "circuit"—then fan the first one that comes over the plate and have to stand for the joshing of 10,000 rooters.

Do these professionals lay down the bat and sidle off to the bench with their hopes all shattered when that crash comes—do they get sore at the pitcher and sling the bat on his bean just because he puts one over on them?

No. They close their ears to the howling masses, quickly forget the foozle, step right up to the plate with renewed determination and the bright and hopeful thought that "it only takes one to hit it".

Otherwise they would have remained in the class of bush-whackers and semi-pros.

The chilly mitt in the early dawn of a business day did not possibly change the selling value of the yesteryears' fighter's proposition—nor did it change him without his own consent.

When the day happened to start off with one of those cool receptions he just held a quick communion with himself and made up his mind that the fellow who rules his own spirit and refuses to take the count because of an unpleasant incident will eventually prove invincible in his purpose.

The biggest game that was ever pulled off has as a part of its record a lot of "fouls," "fans" and "fozzles."

There always was and will be, plenty of stalling, slipping, and skidding to keep us in the dumps but there is also enough faith, hope and optimism to supply the Universe—it only depends on the slant you get on life and business.

The point is, that your mental attitude is in your own keeping and that attitude determines largely the quality of your success and the success of the enterprise with which you are associated.

What a marvelous result would come from the old leadership if all or part of that old leadership was again conscripted for duty in the industry and permitted to lead the way.

I've been given to understand that you are one of the few fearless publishers we have in this industry to-day. Publish this letter. It might do some good.

Cordially Yours,

(*Signed*) HARRY SEGAL
President
BOX OFFICE ATTRACTIONS, INC.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

PRODUCTION of foreign versions is being resumed at a number of the major studios. M-G-M has signed several players for the French version of "Sporting Blood." The Clark Gable role goes to Jean Delmour, recently seen here in the legit production "Ada Beats the Drum." Renee Rosanne, formerly of the Comedie Francaise, has also been signed for this picture. Other players signed are Arthur Huni, Adrienne D'Ambricourt and Robert Bell. Players were all signed through the Sackin agency.

* * *

William Wyler will direct Tom Mix in his first Universal talking picture. Wyler will be remembered for his excellent direction of "Heart and Hand" with Walter Huston.

* * *

Lew Kelly, former burlesque and musical comedy star, has been assigned an important character role in RKO-Radio Pictures' "The Dove," now in production with Dolores Del Rio starred.

Kelly should prove a good draw through the east where he became famous for his dope character on the Columbia Burlesque wheel.

* * *

Edward LeSaint, who directed "The Hurricane" in 1914, is back on the Universal lot but not with a megaphone. He has been engaged to play a bit in the next Slim Summerville comedy. "The Hurricane" was the first feature-length picture made by Universal.

* * *

Peggy Shannon, Frances Dee, Vivienne Osborne, Frances Moffett, Adrienne Ames and Kent Taylor have been given new contracts at Paramount.

* * *

RKO-Radio Pictures in a tie-up with the Hollywood Citizen are conducting a contest for a "Girl with the charm of Irene Dunn." Photographs of Miss Dunn are published daily and photographs of entrants set alongside. Judges are Director Paul Sloan, John Halliday, featured player, and Elizabeth Yeaman, drama editor, Hollywood Citizen.

We hear that M-G-M is planning to co-feature the Barrymore brothers. With Irving Thalberg starting the vogue for all-star pictures, grouping the company's biggest names in one production, it is not altogether unlikely that he will capitalize on the box office value of John and Lionel Barrymore in the same picture. "Arsene Lupin," a crook story originally intended for John Gilbert, is the story under consideration for the Barrymore duo.

* * *

Frank Terry, former English music hall star, has been signed by Hal Roach as a member of the writing staff. Terry worked on this lot in the dual role of actor and writer in 1920.

* * *

Despite the falling off of production during the last year, nearly 600 men and women are employed in studios daily through the Central Casting Bureau, according to Dave Martin, general manager.

The bureau file lists 17,541 extra players who call into the office several times a week for work. It was reported that the three operators who take the calls handle an average of 1,271 telephone messages per hour.

* * *

George Bancroft was made defendant in a suit for $10,000 instituted by Frank and Dunlap, Ltd., agents. The agents declared that Bancroft had agreed to pay them 10 per cent of his earnings on any work they obtained for him.

He has finished the first of three pictures contracted for by Paramount-Publix at $100,000 a picture, they stated.

* * *

Edgar Wallace, noted British author, is due to arrive in the film city early in November. He has signed a long term contract to write originals for RKO-Radio.

* * *

The sixth of the new series of "Vagabond Adventure Pictures," entitled "Children of the Sun," is now in preparation at Tec Art with Elmer Clifton supervising.

Mary Korman is one of the busiest ingenues in town these days. She has just completed a role in the first of a new Hall Roach series of comedies, co-starring Charles Rogers and Charles Hall, with Roach personally directing.

Mary recently completed a featured part in Radio's "Are These Our Children?" which was previewed at Long Beach this week and proved a sensation.

* * *

Kendall McComas, eight-year-old youngster, who has appeared in kid pictures for the past three years, has been signed to a long term contract by Hal Roach as a member of "Our Gang." McComas has been given a new monicker and will be known to adults as Brisbane. His screen mates call him "Breezy."

* * *

Lew Cody, famous as an inebriated comic of the screen, will do the managing editor in "X Marks the Spot," which Tiffany is going to produce at last. Others in the cast include Wallace Ford, Fred Kohler, Sally Blane, Mary Nolan, Virginia Lee Corbin, Joyce Coad, Helen Parrish, Charles B. Middleton and Clarence Muse. Erle C. Kenton will direct.

* * *

Warren William, the legitimate actor, brought to the coast by Warners, has been selected for the male role opposite Lil Dagover, recently imported German star, in her first English-speaking film, "I Spy." Michael Curtiz will direct the picture for First National release.

* * *

Edward G. Robinson, who has been knocking 'em over at the Palace in New York, is back in the film city to start work on "The Honorable Mr. Wong."

* * *

Talk about woolen underwear and the old red flannels. M. H. Hoffman, Jr., returned to the Allied Pictures lot with a couple of new sweaters which he purchased to sleep in while visiting San Francisco. Now he knows that the slogan "It's Cool in San Francisco" is the unadulterated truth.

WE MEET

BARBARA WEEKS

Strange but true, the independent field can now boast of a baby star. Monogram pictures at least can be hailed with this distinction.

Ordinarily, the leading lady of these Western "horse operas" is something that rates a trifle lower than the sheriff's posse and the heavy's assistants—something just about on a par with the more menial hired help or the horses.

Monogram has elevated the western leading lady to a new plane of dignity, a distinct departure in the production of westerns which they believe will meet with considerable audience approval.

The fact is that Monogram has borrowed, from United Artists, a Genuine Wampas baby star—fresh from her triumphs as Eddie Cantor's leading lady in "Palmy Days," and will play her opposite Tom Tyler in "Two Fisted Justice," a genuine western action thriller.

The charming young lady is Barbara Weeks, former Follies beauty. And if you think we're wrong when we say charming and beautiful, take another look at the young lady's picture above; if you still think we're wrong, go see an optician without delay.

We've seen a few of the rushes, and she certainly screens like the proverbial million dollars — and what a break for Tom Tyler!

"Two Fisted Justice" is the first independent production for Miss Weeks and she declares she is really thrilled over western locations and horse-back riding.

Horses should be a cinch for her, however, for she is an ardent devotee of bicycling. She believes that her experience in balancing upon the pneumatic tires will prove of great assistance in horse-back riding.

If you want to get a close-up of Miss Barbara Weeks, you can find her most any evening at the Brown Derby. Better still, if you can spare the time any week-end, you will find her swimming at Malibu.

This is News!

SO much agitation has been caused by "substitution" that it ceases to be news when exhibitors complain that producers substitute qualities lower than the outline of the product in their contracts. But when exhibitors commend a producer for substituting better quality in story, stars and production, giving super box-office product in place of lower quality previously sold and making no increase rental demands, that is news!

The case in point is that of Warner Bros. They have been using the slogan, "More than your contract calls for," and a check up of the facts seems to back up this claim. Here is the evidence: For "Night Nurse" they secured the starring services of Barbara Stanwyck and Clark Gable, making this a stronger attraction; for "Bad Women" they substituted 'The Maltese Falcon" with Bebe Daniels; "The Idol" was replaced with "Smart Money," starring James Cagney and Edward G. Robinson; George Arliss in "The Millionaire" replaced "The Matrimonial Bed"; "The Public Enemy," which gave the trade a new star in James Cagney, was substituted for "A Husband's Privileges"; and Constance Bennett in "Bought" replaced "Both Were Young." All of these substitutions" have proven themselves to be exceptional box-office attractions.

Judging from the exhibitor endorsements of this Warner Bros. policy this company has earned a great deal of good will.

—BEN SHLYEN.

Motion Picture Week

(Continued from page 7)

MacDonald. They are to meet on October 20 to further discuss the Boston situation and methods to be used to produce the greatest cash return, subject to the approval of the central committee.

The following city chairmen have been temporarily selected for the cities named with instructions sent them by the secretary of the district committee to appoint and set up their local organizations which in return will function in their territory and report back to the district committee: Boston, G. Ralph Burton; Worcester, Thomas Meighan; Providence, Ed Fay; Springfield, E. A. Cuddy; Fall River, Nathan Yamins; New Bedford, Maurice Simms; Lynn, Myron Shelman; Lowell, Mark Gates; Lawrence, Max Mellincoff; Quincy, Fred Murphy; Portland, Al Moreau; Malden, George Ramsdell; Holyoke, C. W. Rackcliffe; Pittsfield, Claude Fredericks; Woonsocket, J. Borenstein; Everett, W. J. Kelley; Lewiston, Me., C. K. Connor; Cambridge, Stanley Sumner; Keene, N. H., P. Latchis; Burlington, Vt., Larry Carroll; Newburyport, Paul W. Wenzel; Portsmouth, N. H., Frank Hollis; Concord, N. H., Frank Eldridge; Bangor, Me., James Russell; Augusta, Me., William Williamson; Newport, R. I., William Dugan; Nashua, N. H., Mort Shea; Haverhill, F. Brody; Taunton, J. Jolsen; Rutland, Vt., Tom McKay; St. Johnsbury, Vt., E. Croiz; Bellows Falls, Vt., G. Croiz; Fitchburg, E. Hurley; Brockton, Joseph Cahill.

Members of the committee are enthusiastic over the plan to aid the unemployment situation and are giving freely of their time to the mapping out of the campaign which is planned to be one of the biggest drives for a worthy cause that was ever put over in this territory.

McLaglen Cast

Hollywood — Victor McLaglen has been assigned to a leading role in "Circumstances." Linda Watkins has the feminine lead.

NO CLEVELAND PLAN

Industry to Follow District Committee Plans

Cleveland — Cleveland theatre owners have not yet been officially informed of the National Motion Picture Week plan, November 18-25, as announced by the Hays organization as a move in co-operation of the national relief plan as outlined by Owen D. Young of the Hoover Committee on Relief.

Whatever plans for National Movie Week are made will be executed through the zone relief committee of which Fred Desberg, general manager of Loew's, Inc., is chairman.

TEXAS IN ACTION

Exhibitors Back at Motion Picture Week

Dallas—Co-operating with Hoover's unemployment program now prevailing in Texas, a general committee meeting was held in Austin, Friday, when many lines of industry, including films, were represented.

The Texas district film relief committee, following Owen D. Young's announcement that the Hoover national committee had accepted the Will Hays National Motion Picture Week plan for unemployment relief, functioned quickly for the Austin meeting and delegated Jeff Strickland, of San Antonio, to attend the session and to speak for and represent the picture business in this state.

Some 200 prominent Texas industrialists gathered in Austin at the call of Governor Sterling and Capt. J. F. Lucey, Hoover's relief man in this territory.

A definite plan for general unemployment, in which the film business will take an important and very active part, was expected to be the chief result of the Austin confab.

As previously reported, the film business in Texas has been thoroughly organized through various committee formations to act quickly and effectively in any emergency unemployment situation, and to steadily work for a general betterment of business conditions throughout the southwestern area.

NORTHWEST READY

Minneapolis Territory Relief Plans Formulated

Minneapolis — The Northwest district committee for national unemployment relief is in hearty accord with the Hays' National Motion Picture Week plan for unemployment relief and is confident that there will be an enthusiastic response to the proposal by exhibitors throughout the territory.

At a meeting of the committee, held in Mineapolis Saturday, plans were formulated to co-operate with the national group to the fullest possible extent. Details of the program to be followed will be worked out during the next few weeks. Exhibitors then will be notified of the steps to be taken.

Committee members predict that Northwest exhibitors will fall in line 100 per cent to do their bit to aid the needy unemployed and, at the same time, stave off a sales or admission tax.

A huge drive to sell tickets for the relief performances will be launched by the Northwest committee and the sales' drive will be carried to every part of the territory, according to present plans.

"The Hays plan sounds good to me," said Morgan Ames, RKO Orpheum district manager and a member of the committee. "I am certain it will meet the approval of chains and independents alike and all will do their share to make it a success. The necessary cooperation is sure to be forthcoming because the Northwest is ready to do its part. This plan gives everybody a chance to participate. The industry, as a whole, will receive due credit for it. It seems the only way to do our bit. I anticipate enthusiastic adoption of the plan."

Mrs. Mable L. Dietz, secretary of the Minneapolis Film Board, expressed enthusiasm over the plan. Immediately upon notification of its acceptance by the Hoover committee she called a meeting of the Northwest theatrical committee.

In addition to Mr. Ames, the committee includes W. A. Steffes, Theodore Hays, Hans Peterson, Bennie Berger, Otto Raths, Benny Ruben, C. A. Roeder, Charles Lee Hyde, H. B. Johnson and Jack Lorentz. Mr. Ames represents the RKO chain and Mr. Hays the Publix. Exhibitors are represented by Messrs. Peterson, Berger, Raths, Hyde and Ruben; distributors by Messrs. Roeder, Johnson and Lorentz..

PLANS FOR DENVER

Several Benefits Held; Others Scheduled

Denver—Local theatre men and exchange managers are going to co-operate to the fullest extent with the Hays' National Motion Picture Week plan for unemployment relief. It has been decided that in most cities in the Denver

(Continued on page 15)

Films Foretell World Conditions--Brandt

Motion pictures serve as a barometer to world conditions, is the opinion of Joe Brandt, president of Columbia Pictures. Basing his conclusions upon an observation of the trend of films over a decade, Brandt predicts that the depression is nearing its end and that a bright future is in store.

"Many persons feel that pictures tend to incite conditions," Brandt stated. "From careful study, I am inclined to take exceptions to this view. I believe that they forecast coming events. When a group of men make a business of entertaining and amusing the great public, and invest large sums of money in their enterprises, they are pretty sure to safeguard themselves by foreseeing what will hold public interest in six months or a year to come.

Industry Foresees Events

"As president of a producing organization, I have analyzed the industry and in every instance have discovered that the films have indicated general conditions several months in advance. The much-discussed gang and crime pictures preceded a wave of lawless acts performed, not by amateurs who might have got their ideas from the films; but by clever, organized crooks, who must have been planning their raids upon society for months before the acts were committed.

"It is but natural that the film industry with its branches and tentacle organization reaching into the highways and byways through the thousands of motion picture theatres should sense events and intuitively grasp the facts that will be holding public attention weeks in advance.

Trend Toward Cheerfulness

"At the present time the trend of films is in a lighter vein. A cheerful note is being struck, a tone of optimism that is contagious. This indicates happiness and cheer, the buoyancy that comes through contentment and prosperity."

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia's Director of Publicity and Exploitation, Southern Division, Atlanta.

(Chapter Three)

"DRAMA"

DRAMA, the unfolding of a cross section of a character's life, may be called the backbone of motion picture entertainment. Not only is every other type a branch of it, but in those types it stands as their foundation. Consider the comedy which, in popular conception, has come to stand for the opposite of drama. The purest comedy production embodies a story which leads to a crisis, termed by the public a "dramatic moment," in that it depicts the emotions of a person in a decisive situation, although the situation may bring laughs to the audience.

We will approach the dramatic production with the popular view—that it is a production containing many tense moments; one depicting the life of a character and unfolding the trials and joys of that character through emotional situations in which decisions relating to our character's destiny must be made.

Make 'em laugh or make 'em cry and your audience will like your picture—is a well known fact. The comedy will make them laugh and the drama will make them cry. So, a properly exploited dramatic production will react the same way as a comedy sensation.

The public does not like to be told in brutal phrases or brutai punch lines that it is a heavy dramatic production. Too often such announcements savor of a gloomy and too serious vein and lends an atmosphere which creates the thought in a patron's mind—"I have enough sadness and stark reality every day. When I go to a picture, I want to be amused and want to laugh." Avoid this by all means. Amusing folks is our stock and trade.

The majority of our public will respect a production of a dramatic nature more than any other type of picture. For that reason misrepresentation will not be tolerated. Do not use a bunch of hokum your patrons will not find on the screen. Drama is as much in demand as comedy and there are as many followers of drama as of any other type of production. Don't for a few extra dollars you might gain at the box office, run the chance of forgetting your clientele interest by misrepresenting the type of your production in your advertising and publicity.

One of two features predominate in the dramatic production. Either the star is recognized as a dramatic success or the story is well known as a dramatic masterpiece, or possibly there is the combination. On these features must we depend for our advertising angles. Although we build on the strength of the star's reputation or the story's reputation, the public should ge given a wide range of imagination as to what the star does and the story contains.

Let's now get to work and exploit Columbia's "The Dreyfus Case."

Upon receipt of play date, we secure free of charge a press book. Here's where the press book is one of the greatest gifts to the exhibitor and here's where the producer assists the exhibitor in a way that money cannot buy. In a dramatic production it is absolutely necessary that we explicitly follow the advice of the press book. Examining this press book and reading the publicity stories and facts of this famous case, we appreciate the amount of effort on the part of the producers. We realize also that every word is an actual fact, and with that knowledge, we are carefully guided by what the press book says. Our conclusions are as follows:

The feature highlight in this production is the Dreyfus case itself. Here we have a story based on the internationally-historical story that startled the world. Because of the importance of the story and its name, so well known to every man, woman and child, we plug the name of the story. It also contains a strong love theme, for woman appeal, and it further contains an answer to injustice, prejudice and conspiracy. We, therefore, decide to follow them in order. First, the story itself, the greatest espionage case; second, the love theme, and third, justice's triumph.

We do not overlook the fact that the picture's historical facts will interest school children and make a strong appeal to intellectual audiences; likewise its legal angle will whet the interest of attorneys and men at law.

With these thoughts in mind and sticking closely to the authenticity angle of the story, we begin billing the picture as "The Dreyfus Case," in which Georges Clemenceau and Zola participated.

Newspaper—Two weeks before play date our newspaper cooperates with us by having the leading scholar or professor of literature of our High School write an essay on the Dreyfus Case. Stories are planted daily by leading attorneys and leading journalists on this famous case. Photographs of Dreyfus are used. We strive to give as much publicity to what is the Dreyfus Case and arouse the curiosity and interest of the public through the idea that the picture presents the facts of the famous case. We take for our teaser campaign in advance the punch line "The REAL FACTS of the Trial that Shook the World." We plug away on the idea that our picture is not just a story, but actual facts.

Radio broadcasting—Because of the unusual nature and type of picture, we are successful in receiving much free publicity from our local station. In turn, we advertise the hours of broadcast in papers, on our screen and in our lobby.

Private showing — We arrange for a private invitation screening, inviting only a few selected guests, representing the newspaper, colleges and schools, better films committees, attorneys and judges. We get their reaction for use in our advertising. This paves the way for good recommendations, by means of letters or cards.

Theatre front—We play up our theatre front with strong catch lines using enlarged letters of those we receive from our screening and enlarged newspaper reviews. We try to use a dash of the Devil's Island atmosphere showing Dreyfus looking through the prison bars. We have large cutouts of the title and "The Real Facts of the Trial that Shook the World" headed with a large cutout "At Last—The Dreyfus Case." We arrange special one-sheets using the punch lines "A love story that creeps into your heart." "Drama that sets every fibre atingle," "The scandal that enraged the human race," etc. We use the line "It is a heart-breaking Drama and magnficent Love story."

School and college tieups—We circularize every school teacher and college professor, every organization and educational board on this production. We start a contest through the assistance of the schools for an essay on the Dreyfus Case. We turn this into a historical and educational idea, in order to reach and interest the schools.

Attorney tieup—We circularize every attorney and city official from the legal angle, banging on the idea that this is the greatest case in the world and it is worthy of their support and patronage.

Library tieup—We place a complete display on the Dreyfus Case in the library and have the librarian suggest books on the Dreyfus Case and by Zola, the writer.

Book stores—We are given every cooperation in good window displays on the strength of the books available on this case and books by Zola.

Bookmarks—We print a large amount of bookmarks, on which we offer a list of books on the Dreyfus Case and distribute same throughout schools, libraries and book stores.

Special booklet—We get up a small special booklet which is written with a view of playing up the woman's angle in this picture and we arouse the curiosity of the women by depicting in it some of the tortures Mrs. Dreyfus suffered while sacrificing herself for the one she loved. We give historical facts, dates and a short synopsis of the story in it. This booklet is distributed throughout town.

Tabloids—Because of the interesting tabloids issued by the producers, we buy enough and distribute them to schools, colleges, office buildings and homes. These tabloids are of extreme importance and we distribute them five days in advance of play date.

Liberty Magazine tieup—By the producers tieup with Liberty Magazine, the carrier places a tabloid insert in each magazine, in return for which we give the boys a free show.

Tropical Lobby Ballyhoo

WARNERS' "The Road to Singapore" is laid in the tropics. Convert your box-office into a thatched hut similar to those used by natives in tropical countries. Cocoanuts are inexpensive. Get a box of them and strew them around the lobby. Run streamers across your lobby with ferns or some other kind of foliage dangling from them. It would also be advisable to dress up a couple of ushers as natives and have them beating tom toms in the outer lobby.

PROTECTION, ZONING O.K.

NOT WORRIED

Pittsburgh Indies Frown on Zoning, Anyway

Pittsburgh — Exhibitors and M. P. T. O. organization officials here are not worrying about the refusal of distributors to sit in on negotiations for a uniform protection and zoning plan, they declare.

Independent operators of theatres refused to negotiate with representatives of the Warner circuit when the question was before them over a year ago. Many efforts were made to get together, meetings were scheduled and committees were appointed. After several months, during which time the independents ignored the joint conferences, an exhibitor committee was finally sent to meet with Warner and Loew officials at the office of the Pittsburgh Film Board of Trade. Negotiations didn't last long, however, as the indies walked out in disgust.

National distributors withdrew from joint conferences last week pending a suit attacking the legality of the plan.

Motion Picture Week

(Continued from page 13

territory it will be a Saturday midnight preview with receipts to be turned over to the local unemployment relief committee. Meetings have been held locally, but the date has not been set.

Harry Huffman is the chairman, and Duke W. Dunbar, secretary of the Denver Film Board of Trade, is secretary. Committees have been appointed in every town and city in this territory that has a theatre. Several theatres have alrady held benefits and will hold others.

LITTLE N. O. RELIEF

City Cares for Jobless by Unique Methods

New Orleans—Film interests in this city are willing to co-operate in any proposition where actual need is stressed. None exists in New Orleans—at present, in the past or as far as can be ascertained in the immediate future. New Orleans is not a manufacturing center; the unemployed are taken care of by the Welfare Committee, the Community Chest and the city of New Orleans itself.

A fund has been raised—a 10 per cent of all city and parish (county) public officials' salaries, which cut will in all probabilty continue indefinitely. Consequently New Orleans has not suffered or will not this coming winter and the assistance of the various film theatres will not be required.

(Continued on page 18)

Distributors Refusal to Sit In on Negotiations Will Have Little Effect on Existing Arrangements, Checkup Reveals . . . . . .

Refusal of distributors to sit in on negotiations for the setting up of uniform protection and zoning plans pending the outcome of suits attacking the legality of the uniform plans will have little or no effect on zoning and protection arrangements now in existence insofar as Independents are concerned, according to a survey of widely-separated territories by Associated Publications correspondents:

PROTECTION HURTS

Cleveland Showmen Confer With M.P.P.D.A.

Cleveland—The zoning committee of the Cleveland Motion Picture Exhibitors Association is in New York at the invitation of the Hays organization, to discuss the local protection situation which, subsequent-run exhibitors claim, is seriously injuring their business.

Cleveland exhibitors are in favor of an equitable zoning plan. While in New York recently, J. J. Harwood, president of the Cleveland Exhibitors Association, conferred with Gabriel Hess on this matter, with the result that Dave Palfreyman, Affiliated Theatres representative, came to Cleveland to find out just what was needed to clear the local atmosphere. When Palfreyman returned to New York, he took with him two plans which had been drafted by the zoning and protection committee.

The submission of these plans resulted in calling the members of the committee to New York for further conferences, which are now in progress. The members of the zoning and protection committee who left Wednesday for New York are Myer Fine, chairman; M. B. Horwitz, and P. E. Essick.

Zoning has been out in Cleveland for the past two years. Since then each distributing company has negotiated its protection program on an individual basis. Exhibitors now want a uniform protection plan based on admission prices.

DALLAS SATISFIED

No New, Unreasonable Protection Demands

Dallas — Refusal of the distributors in the Dallas territory, through their mouthpiece, the Dallas Film Board of Trade, to sit in on any sort of negotiations for uniform protection or zoning plans, has had little or no effect on the present setup for alloting play-dates, it is gathered from an investigation of the situation in this marked area.

Last year, an effort on the part of the Film Board to put through a definite zoning plan, met with severe opposition from Will Horwitz, of Houston, and was treated with indifference by Colonel Cole and his Allied supporters. It followed, however, that a plan was adopted between distributors and a scanty representation among the exhibitors. Nevertheless the plan was put to work, over the terrific howl of Horwitz, and at the present time the plan is still working and now at the satisfaction of Horwitz, he having recently been reported to have buried the hatchet with Publix.

ORAL PROTECTION

Denver in Gentlemen's Agreement

Denver — The zoning arrangement in the Denver territory consists of only a sort of gentlemen's agreement that is lived up to in most cases, but not always. It gives first-run houses from 45 to 180 days' protection. There has been no move made to enforce any particular protection arrangement and very little trouble has resulted from the present plan. The subsequent-run houses realize that the first-run theatres are entitled to some sort of protection and the plan is working fairly smoothly.

NORTHWEST WAR

Zoning and Protection to State Commission

Minneapolis — The Northwest unit of Allied States is more determined than ever to carry its fight against zoning and protection to the state railroad and warehouse commission and, if necessary, to the state legislature now that distributors have refused to sit in on negotiations for uniform protection and zoning plans.

At its recent Minneapolis convention the body, representing independent exhibitors, decided to appeal to the state commission to take action against zoning outside the Twin Cities. There has been no formal move yet, but it is expected the latest development will stimulate the committee in charge to action.

If the state railroad and warehouse commission decides that it cannot act or refuse to issue any order to the distributors to desist from zoning and protection in cases where it is particularly objectionable, Allied officials intimate that they will bring the matter before the state legislature at the next session.

They declare they will seek enactment of a bill which will, in effect, place independent exhibitors in an equally advantageous position with the chains in the matter of release dates and bookings.

At the Minneapolis Allied States' meeting, several Wisconsin exhibitors present explained how, in the Badger state, independents have lined up the state railroad and warehouse commission on their side and put a halt to unfair zoning.

N. O. SETUP OKEH

Few Complaints Against Existing System

New Orleans—It is pretty well understood that the distributors and various managers, both affiliated and independents, are in accord with the present protection plan in this city, though it may look unjust to a degree.

Up to a year ago considerable strife existed between these two classes and several meetings were called to organize the independents, not only in this city but the entire state as well. Nothing came of it, as the new organization "did not stick," and the "independent" organization of exhibitors is but a memory and a shadow, though meetings are held occasionally.

OMAHA IS PLEASED

Indications Point to Continuing System

Omaha—As uniform protection and zoning has been established in the Omaha territory since August 14, 1930, there are no indications at present that the distributors will refuse to sit in for further negotiations, according to the statement of several exchangemen.

It is conceded that if the distributors had not been willing to sit down with the theatre owners and plan out a zoning and protection arrangement, it would have resulted eventually in disputes and litigations.

KINE-QUIPMENT

NEW DEVELOPEMENTS
in
THEATRE EQUIPMENT

Further Service Fee Reduction is Sought

Further reductions of service charges of ERPI and RCA-Photophone are sought from the scale agreed to last spring by the two companies at the insistence of representatives from M.P.T.O.A. and Allied States Association. Report is current that further attacks upon these service charges are being contemplated.

Units of both national organizations are asking for new cuts on service charges, contending that the constant repairing and emergency calls necessary when sound first came into vogue are things of the past, so that maintenance cost has been greatly reduced.

The recent convention of the Northwest Allied exhibitor unit at Minneapolis devoted considerable time to a discussion of lowered service charges. The Mount Clemens convention of the Michigan Allied group, held simultaneously with a national meeting of the Allied directorate, demanded lower service charges as did the meeting at St. Louis of the M. P. T. O. of Eastern Missouri and Southern Illinois. Service charges also were discussed at the Pittsburgh meeting of the M. P. T. O. of Western Pennsylvania and West Virginia, an Allied affiliate.

Weather at Cost-Per-Seat

Installation of air conditioning equipment designed to provide comfortable weather throughout the year, regardless of the size of the house, is offered on a cost-per-seat basis by the Tiltz Engineering Company of New York.

35 MM. PORTABLE

Universal Claims It Has Many Advantages

A portable sound-on-film machine for the projection of 35 mm. film is being offered by the Universal Sound System, Inc., of Philadelphia and New York.

Among the attributes to the machine the company lists low cost, easy operation, no installing, sound-on-film, full A. C. Amplification, no batteries, dynamic speaker, total weight of 82 pounds, cost of $995 f.o.b. Philadelphia and a 9x12 ft. picture at 60-75 ft. throw.

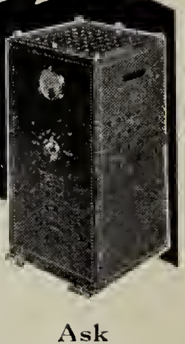
ALL-METAL SCREEN

Makers Claim Absolutely Fireproof

A new all-metal screen has been installed in the Metropolitan, Boston. This screen is the product of the Whiting & Davis Co. of Plainville, nationally-known makers of ladies' mesh bags. The screen is made up the same way that these mesh bags are fabricated, with millions of little aluminum squares linked together so that the whole fabric is flexible.

This is claimed to be one of the first absolutely fireproof sound screens to be put on the market.

DEPENDABLE
GARVER
KURRENT
CHANGER



Quiet in operation. Does not interfere with sound system or radio. Recommended by three leading lamp manufacturers as the ideal rectifier for low intensity projection. Write for Complete information today.

Garver Electric Co.
Union City, Indiana

Ask Your Dealer

Re-seat comfortably, economically

. . . . *buy NOW*

¶ Far exceeding the quota in volume of sales on Steel Furniture Theatre Chairs, during the past year, National now leads the industry in seating installations. By reason of large production and full-time factory operation, the manufacturer is now able to cooperate with us in offering unparalleled value. This, with our most liberal time payment plan should interest you in comfortably reseating your theatre NOW. Latest samples are on display at all National Stores. Come in and see what your "chair dollar" will buy today.

SEATING
DECORATING
DRAPERIES
CARPETING
ACOUSTICIZING
REMODELING
LIGHTING FIXTURES
VENTILATION

NATIONAL THEATRE SUPPLY COMPANY

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.
1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Fanny Foley Herself

RKO-Radio—72 Minutes

Cast: Edna May Oliver, Hobart Bosworth, Florence Roberts, Rochelle Hudson, Helen Chandler, John Darrow, Robert Emmett O'Connor, Harry O. Stubbs. Directed by Mel Brown.

Production in 100 per cent Technicolor and enhanced by a good story, splendid cast and excellent direction, this film should spell box office in a big way. The picture has everything to make it a really worthwhile production and there is no reason why it shouldn't send everyone out of the theatre with a happy smile. Edna May Oliver as "Fanny Foley Herself" gives the topnotch performance. Hobart Bosworth fits his part perfectly as the wealthy grandfather who wants to make Fanny's fatherless daughters his heiresses if the mother will leave the stage. The love interest is furnished by Rochelle Hudson (what a beaut!) and John Darrow, who has good looks, too! Helen Chandler plays the part of the other daughter who is snobbish.

SELLING SEATS: Sell Edna May Oliver, who was such a scream in "Cimarron" as Mrs. Wyatt, the town gossip. Play up the mother love interest and feature the fact that the production is all new Technicolor.

Skyline

Fox—68 Minutes

Cast: Thomas Meighan, Maureen O'Sullivan, Hardie Albright, Myrna Loy, Sammie Fields, Donald Dillaway, Jack Kennedy, Alice Ward, Sam Godfrey, Dorothy Peterson, Robert McWade. Directed by Sam Taylor.

Human interest story of youth brought up on a barge on the East River who got an inspiration to build skyscrapers from his daily observation of their erection from his river home. Hardie Albright as the boy fits into the part nicely and Thomas Meighan as the architect who makes a protege of him and afterwards discovers he is the boy's father does exceptionally fine work.

Maureen O'Sullivan as the girl furnishes the feminine end of the romance and Myrna Loy in a vampish role is well cast. Good direction and fine photography make this good popular entertainment that will get over anywhere.

SELLING SEATS: Plenty of good names to sell in this one. Tie up with building concerns and architects. Get photograph of New York skyline and display in some prominent place, offering prizes to ones who can give name and height of most of the buildings in the picture.

Convicted

Artclass—63 Minutes

Cast: Aileen Pringle, Jameson Thomas, Harry Meyers, Dorothy Christy, Richard Tucker, Wilfred Lucas, Niles Welch, John Vosburg. Directed by Christy Cabanne.

Here is an independent production that would make any producer proud to put their trade mark on. A swell murder mystery that is entirely plausible from beginning to end with the situations unfolding as the story goes on in a true to life manner. The action all takes place aboard an ocean liner and the direction by Christy Cabanne could not have been better.

In action and dialogue it has plenty of the former and not too much of the latter which makes it comparable to any like film in the days of silent pictures.

The cast was well chosen and handle their roles under the directorial guidance of Cabanne in a manner to make this a highly entertaining production.

A card game on shipboard, the finale of which witnesses a lot of threats and sore-headedness, after which a murder is committed and suspicion shifts from one to another until the real culprit is brought to light by a famous criminologist who happens to be a passenger on the ship.

SELLING SEATS: Star has name value to be sold. Title lends itself to good teaser campaign.

New Adventures of Wallingford

M-G-M—94 Minutes

Cast: William Haines, Ernest Torrence, Leila Hyams, James Durante, Guy Kibee, Robert McWade, Hale Hamilton, Clara Blandick, Walter Walker, Henry Armetta, Luck Beaumont. Directed by Sam Wood.

George Randolph Chester's famous characters brought to the talking screen with all the fervor and pep contained in his stories and a cast of well chosen performers to bring this characters out in the finest manner. William Haines as Wallingford who dabbles in country real estate getting the natives to subscribe to his project and when he falls in love with the daughter of one of his shareholders he decides to go straight and return the money he has taken from them, when suddenly the land assumes real value and a happy climax is the result. Ernest Torrence as "Blackie" Daw is perfect in the part and James Durante as Schnozzle furnishes most of the comedy as only one of his capabilities can. When all is said you can chalk this one up as another winner for M-G-M and if you don't play it you're passing up one of the best bets this season.

SELLING SEATS: Tie up with the book stores on Chester's stories. Play up the main characters and don't miss the name of Jimmy Durante. Get out a real estate prospectus with the request at the end to call the theatre telephone number for further particulars.

Shanghaied Love

Columbia—67 Minutes

Cast: Richard Cromwell, Noah Beery, Sally Blane, Willard Robertson, Sidney Bracy, Dick Alexander, Edwin J. Brady, Erville Alderson, Jack Cheatham, Lionel Belmore, Fred Thomas. Directed by George B. Seitz.

Richard Cromwell, the youth who was convincing in his first dramatic role as "David" of "Tol'able David," scores again in a thrilling romance and adventure sea story of clipper ship days. He is given splendid support by Noah Beery and Sally Blane. Beery as the villainous captain of a clipper ship, is feared and hated in every port. In the midst of this hell lives Mary (Sally Blane), supposedly Beery's daughter, but really the child of the man he betrayed and who is now on the hell ship for revenge. A young sailor (Cromwell) senses the girl needs a defender, signs as one of the ship's crew in order to win her love and save her from Beery's villainous plot to marry her to his first mate. Some terrific fights and plenty of thrills are seen, but the heavy moments are relieved by timely humor. The picture is satisfactory and should please any audience. Kids will eat it up.

SELLING SEATS: Play up the leads in the cast. Use cutouts of ships in your lobby or dress your lobby in a nautical manner. A ship mounted on wheels driven through the streets should make an effective ballyhoo. Boys will be interested in a ship model contest.

SHORT SUBJECTS

Slow Poison

RKO-Pathe—20 Minutes

Here is a real amusing comedy for the Jimmy Gleason and Harry Gribbon fans. Gleason is especially good as the manager of Ham Hand, the dumb fighter of Rufftown, played by Gribbon. Stale Annie stands in the way of Ham's success, so the mayor and Jimmy try a kidnapping stunt before the big fight. Annie comes back in time to see her "boy" knocked out and does a bit of knocking on her own account. This one should please the majority.

Up Pops the Duke

Educational—20 Minutes

This one features George Chandler who disguises himself as a duke in order to take the place of the Grand Duke who is unable to attend a dinner at his sweetheart's house. Surprise of surprises come when Joe, a slick crook, has the same idea. He pulls off George's whiskers and then the real Grand Duke arrives. Your audience will go wild at the finish of this. Such hilarious laughter you never heard before when some laughing gas is let loose.

More Gas

Paramount—9 Minutes

This one is a scream. Solly, accompanied by his wife, visits the dentist. Wifie and the dentist find they are old friends, so while Solly is under gas the wife and the dentist do some love-making. Meanwhile, Solly, under the influence of gas finds himself in a pleasant situation with the nurse. When he wakes up and realizes it was all a dream he reaches for the gas in order to dream again. Good number that should be enjoyed anywhere.

The Hunter

Universal—6 Minutes

Very clever Oswald animated reel that will bring many laughs from the audience. Oswald is shown going through a series of adventures after big game.

EDUCATIONAL BUSY

Studios Complete New Short Subjects

Hollywood—At the Educational Studios production is being completed on "Once a Hero," a new Mermaid, in which Frances Dean plays opposite Jack Shutta. William Goodrich, who directed, is now turning his efforts to a new Ideal Comedy which features Tom Patricola. "Moonlight and Cactus" is his third for Educational. Charles Judells, stage performer, is cast in an important role, with Charles Dorety and Louise Lorraine.

Two comedies, as yet untitled, have been started in production at the Mack Sennett studios. Andy Clyde is being starred in one.

"Torchy Passes the Buck," a new Torchy, in which Ray Cooke and Dorothy Dix again essay the two principal roles, is being cut and edited. Morley Drury, all-American quarterback, is cast.

The third in the new Vanity Series which Al Christie is producing for Educational at the Metropolitan Studios, went into production October 12.

Motion Picture Week

(Continued from page 15)

All theatre executives interviewed are willing to donate their houses should the occasion become acute.

OMAHA IN ACCORD

All Branches to Aid Motion Picture Week

Omaha—A checkup on local reaction to Owen D. Young's announcement of the Hoover Committee acceptance of Hays' National Motion Picture Week plan for unemployment relief, shows that the Film Board of Trade in conjunction with exchangemen and theatre owners have made plans for unemployment relief.

The extent to which the local interests are willing to co-operate is indicated by the action thus far taken by a District Committee. This organization consists of Roy Pierce, RKO Orpheum, chairman; E. R. Cummings, Publix division manager, vice-chairman; Lee Durham, Columbia. Bob Ballentine, Sherman Fitch are the other members of the committee, and Regina Molseed, secretary of the Film Board of Trade, secretary.

The Motion Picture Distributors will co-operate with the theatres by providing the films for exhibition on National Unemployment Relief Day, according to a statement by Miss Molseed.

Release Date

New York—First National has completed plans for the general release of "The Honor of the Family" on October 17. Bebe Daniels has the chief role.

PITTSBURGH READY

Committee to Discuss Motion Picture Week

Pittsburgh—Although the local district committee named by Will H. Hays as Pittsburgh's leaders in the motion picture industry's relief for the unemployed has not been called together for its initial meeting, theatre owners throughout the territory can be depended upon to support the National Motion Picture Week plan which proposes that each theatre co-operate with local agencies in staging benefit shows.

The District Committee will likely meet this week to formulate plans for co-operation in accordance with the film industry's efforts to aid in the relief work.

"WAY BACK HOME"

"Other People's Business" Title Changed

Hollywood—"Way Back Home" is to be the title of the rural drama wherein Phillips Lord, "Seth Parker," is to make his talking-screen debut for Radio Pictures. Hitherto it was called "Other People's Business".

"Seth" is now making a tour of the country, covering 70 cities and towns, with his broadcasting company.

The

ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
L. C. REED, Manager

LOS ANGELES
WILSHIRE at RAMPART

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable in Advance. Minimum $1.00. Display Rates on Request.

THEATRES FOR SALE

ONE OF THE BEST paying theatres in western North Carolina; will stand investigation. Get in touch at once with T. K. Bowles, Commercial Business Exchange, Greensboro, N. C. 10-27

BEAUTIFUL little theatre; prosperous town 2,000. Great chance for live showman with small capital. $5,000 cash will handle. Ideal Theatre, Fremont, Mich. 11-3

THEATRE—Town 5,000; extraordinary bargain for quick disposal. B-384, Associated Publications. 11-10

BEAUTIFUL new theatre; perfect sound; 275 seats; 2,500 population; no competition; $2,500 cash. New Cozy Theatre, Checotah, Okla. 10-20

EQUIPMENT FOR SALE

GIANT RACON speaker with rectifier; good as new; make offer. Liberty Theatre, Malden, Mo. 10-27

SPECIAL FALL BARGAIN—Six rebuilt Simplex projectors less lamphouses. Only while they last $225 each. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. tf

THEATRE CHAIRS — Veneer seats and backs. A. K. Company, 11 Winchester Street, Boston, Mass. x10-27

TWO LATE MODEL Motiograph de luxe; two Strong low intensity lamps; about 500 veneer seats; chandeliers, sidelights. Sell all or part at a bargain. Write for details. No dealers. Charles Burns, 204 Zoglin Bldg., Kansas City, Mo. x10-20

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

EQUIPMENT FOR SALE—Con'td

FOR LEASE on percentage basis—beautiful theatre building in best location. Wire E. A. Hatton, Del Rio, Texas. x10-13

EQUIPMENT WANTED

TICKEX Machines Wanted — Will pay cash for all sizes automatic Gold Seal or Simplex Tickex registers. State particulars, size, current, age, etc. Midwest Ticket and Supply Co., One North LaSalle St., Chicago. 10-20

LEATHER-UPHOLSTERED Seats, rugs, drapes, supply of three-fourths A. C. white flame carbon. B-382, Associated Publications. 10-13

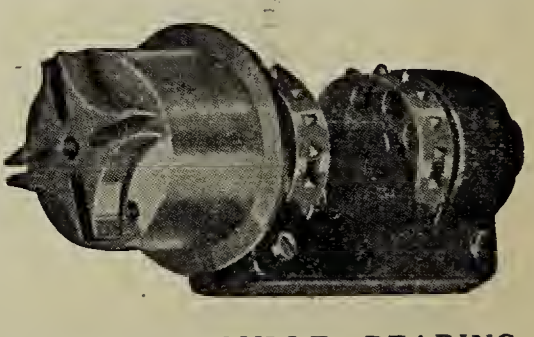
POSITION WANTED

PROJECTIONIST — Years of experience; handle any equipment; go anywhere. Tommy Rausin, Palestine, Texas. 10-20

AUDITOR - ACCOUNTANT - THEATRE MANAGER, years of theatrical experience with larger companies, desires connection with reputable theatre company, highest references. Address S. D. Rickman, 826 Grove Street, Danville, Va. 10-20

HELP WANTED

SALESMEN WANTED — Fast selling equipment, Alabama, Mississippi, Kentucky, Arkansas. C. P. Washman, Trenton, Tenn. 10-20

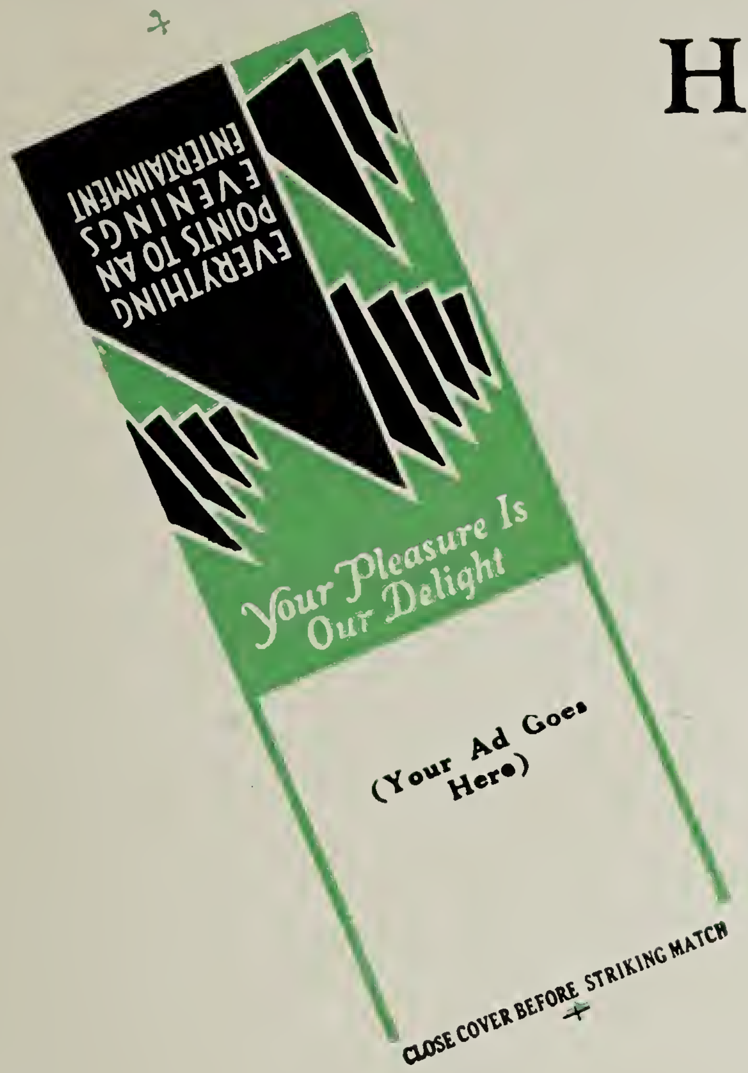


GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ______________________________

Theatre ______________________________

Town ______________ State ______________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

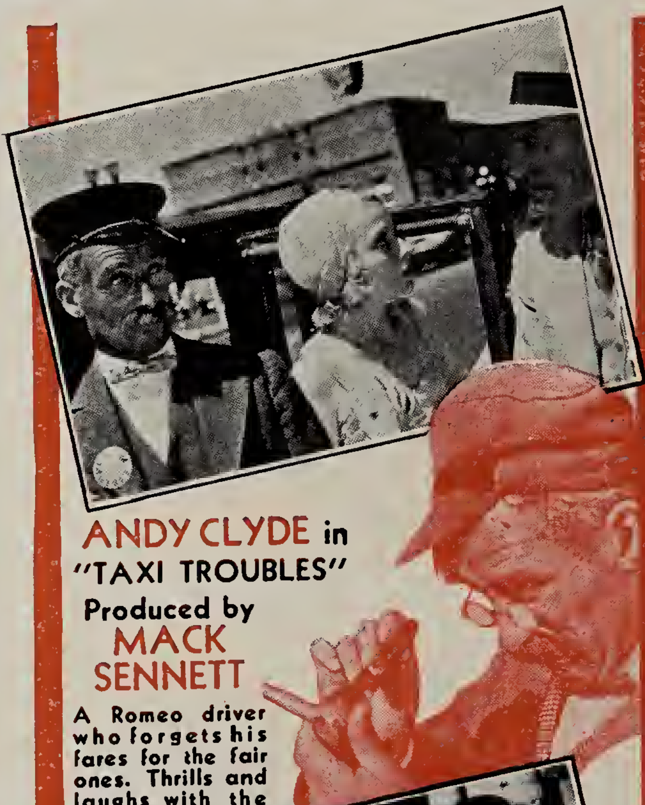
THE INFINITE VARIETY

They come in assorted sizes and shapes, with various likes and dislikes. What's a passion for one is a poison for another.

You can't please the infinite variety with a type of entertainment based on a singular appeal. Load your box-office guns for a broadside. Shoot at the masses. Back your feature with comedies and novelties that balance your program.

It takes all kinds of people to make a world and several types of pictures to please them.

You need *Educational's* program for the big brother and the weak sister. Short subjects for every show, and a whole show in every one of them.



ANDY CLYDE in
"TAXI TROUBLES"
Produced by
MACK SENNETT
A Romeo driver who forgets his fares for the fair ones. Thrills and laughs with the brakes off.

"THAT'S MY MEAT"
with AL ST. JOHN
CAMEO Comedy
Athletic Al in a fun and pun hit from Hittsville.

"THE GIRL RUSH"
VANITY COMEDY
An AL CHRISTIE Production
A bevy of co-ed beauties and a broadside of laughs.

"THE TRAP"
WILLIAM J. BURNS
Detective Mystery
Another thriller—and one of the best from the actual records of the world's greatest detective

"UP POPS THE DUKE"
with George Chandler and Helen Bolton
A MERMAID Comedy
Real whiskers! False whiskers! And laughs!

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS,* *president*
Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

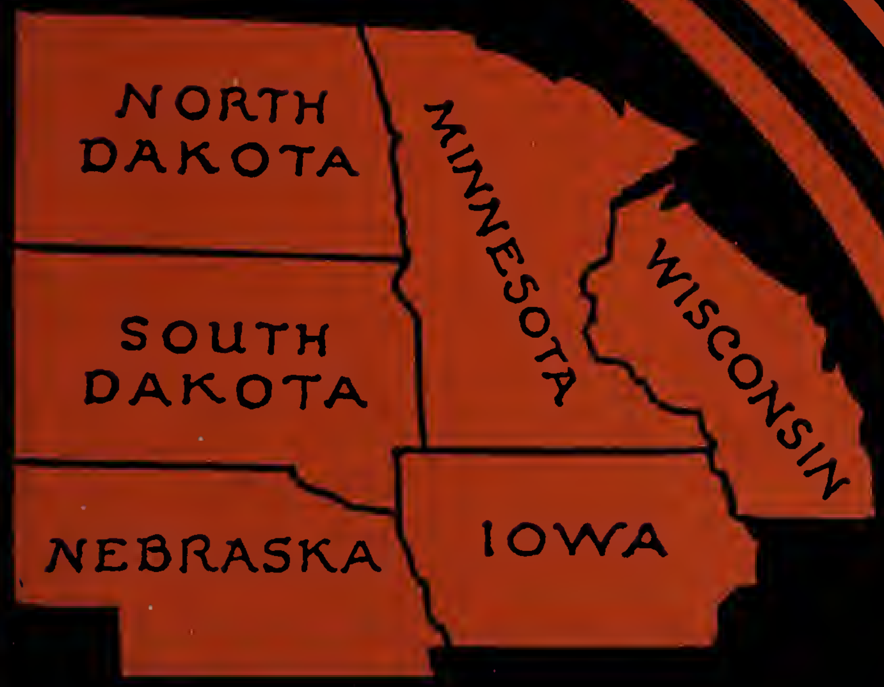
OCT. 27, 1931
VOLUME XII NUMBER 23

MOVIE AGE

CHARGES HURLED ABOUT IN U. A.
PUBLIX WAR

SUGGESTS JOBLESS HELP SELL
RELIEF BENEFIT TICKETS

WISCONSIN PLEDGING MOTION
PICTURE WEEK SUPPORT


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

6
MASQUERS
COMEDIES
Presented by Masquers
Club of Hollywood

6
RUFFTOWN
COMEDIES
starring
JIMMY GLEASON

THE OLD FIGHTIN' COCK HAS THE *funniest* COMEDIES

6
BENNY RUBIN
COMEDIES

6
FRANK McHUGH
COMEDIES

MR. 6
AVERAGE MAN
COMEDIES
starring
ED. KENNEDY

BOOKED BY THESE BIG TIME CIRCUITS

WARNER BROS.
RKO
SCHINE
MAINE AND NEW HAMPSHIRE
BUTTERFIELD
HUGHES-FRANKLIN
GORTATOWSKY
FOX
LOEW
SPARKS
FIEBER & SHEA
COOPERATIVE
M. A. LIGHTMAN
MOMAND
LEFKOWITZ

And Thousands of
Independents!

RKO PATHÉ

6
TRAVELING MAN
COMEDIES
starring
LOUIS JOHN BARTELS

6
GAY GIRLS
COMEDIES
starring
JUNE MacCLOY

6
MANHATTAN
COMEDIES

26 RKO VAN BEUREN AESOPS' FABLES

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Allied Pledges Relief

For Jobless Campaign; Hays' Suggestion for Motion Picture Day Is Adopted by Convention.

Milwaukee — A resolution was adopted by the Allied Independent Theatre Owners of Wisconsin in convention assembled in the Wisconsin hotel here October 13 and 14 providing for the setting aside by all state theatres of one day's receipts during National Motion Picture Week to be turned over to the relief agency in their respective cities for the aid of the unemployed.

The convention further passed a resolution providing for a benefit party to be staged in the Milwaukee Auditorium one night during Motion Picture Week, in connection with which all amusement enterprises and theatres will cooperate, the proceeds from which will go to the relief of the unemployed.

Zoning was one of the big topics at the convention, the speakers at which included Al Steffes, Minneapolis; Abram Myers and Fred Guilford, Chicago.

Frank J. McWilliams, Madison, was re-elected president; Charles Washicheck, vice-president; Ed. Maertz, secretary, and L. K. Brin, treasurer. All are from Milwaukee. Directors named include L. K. Brin, John A. Ludwig, O. L. Meister, Charles Washicheck, Milwaukee; Frank J. McWilliams, James Zanias, Janesville; Neil Duffy, Appleton; O. V. Kelly, Reedsburg; J. P. Adler, Marshfield and Percy Palmer, Edgerton.

It was made known at the Wednesday afternoon session that the independent theatre operators have carried their protection problem to the state marketing commission. Neighborhood operators charged that they have to wait sometimes three months for popular motion pictures after the downtown showing. Approximately 100 exhibitors attended the meeting.

Unemployed As Ticket Salesmen

Proposed by Morgan Ames; Northwest Is Solidly Behind M. P. Week Movement.

Unemployed may be utilized to sell tickets for benefit performances to be given by Northwest theatres for their relief the week of November 18 in line with the national program.

The suggestion that unemployed persons themselves be called upon to aid in making the benefits a success was advanced by Morgan Ames, RKO Orpheum district manager, Minneapolis, at a meeting of Twin City exhibitors last Saturday to consider the part that the motion picture industry of the Northwest will play in the nation-wide relief drive.

(Continued on page 5)

U. A. Publix War

Former Charges Latter Gummed up Exploitation Campaign by Official Pressure.

With United Artists Pantages Theatre officials charging Publix with having thrown a monkey wrench in the elaborate exploitation machinery for "Palmy Days" which launched the new Minneapolis loop first-run opposition, the theatre war is reaching an acute stage and reprisals are intimated.

After claiming to have received permission from the mayor, who is the head of the police depart-

(Continued on page 8)

NO HEARING

$3,500,000 Omaha Suit Must Wait

Omaha—The damage suit for $3,500,000 filed several months ago failed to get a hearing last Thursday in Federal Court. Demurrers of the defendants were sustained, and Paper was given ten days in which to amend his petition.

Charging that he had been forced out of business because of the closing of his Capitol and Sun theatres, Paper's attack is directed against M-G-M, Universal, First National, United Artists, Pathe, the Omaha Film Board of Trade, the Hays organization and others. Their demurrers were sustained on two counts—because the complaint is based on conclusions of law, rather than fact; and that Paper failed to state how he had met his part of the contract involved. He will be required to state what films were refused him in his contention that he was forced out of business.

Despite the sustaining of the demurrers, opinion is that the case will get a hearing. If an amended petition is filed the defendants must reply by December 15.

o

Anti-Censorship Tour?

Hollywood — Stars and other prominent film personalities will be sent to censor-ridden states prior to election time to give the public a view of the censorship situation, if the plan advocated by Conrad Nagel is adopted by the Academy of M. P. Arts and Sciences.

Let Jobless Help

By M. E. CUFFEL, Editor

THE proposal of Morgan Ames that the unemployed be utilized to help sell tickets for the benefit performances to be given by theatres in the territory for their relief seems to the writer to be an excellent one.

If any stigma attaches to the acceptance of charity, aid or whatever it may be called at a time such as the present, this plan will help to remove it. The unemployed will be helping to help themselves. They will be doing some work for what they get. They will be utilizing spare time to good advantage. They will doubtlessly derive considerable satisfaction from the knowledge that they are helping to aid others as well as themselves.

Undoubtedly if the call goes forth hundreds of the unemployed will volunteer to sell tickets. And they should make the best possible ticket sellers because they realize so well the need for wide-spread relief.

Ames points out that the big problem in connection with the theatres' scheme to raise funds for the unemployed is the selling of tickets. Proposals like this one, we believe, will help to solve that problem.

"Susan Lenox" Dominant; "Mystery," "Days," Good

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Oct. 23) — "Susan Lenox" was the box-office leader of the week, doing a tremendous business at the Minnesota and bringing that theatre back to the winning column after a very poor fortnight that preceded it. Greta Garbo and Clark Gable are ace magnets here and, teamed together, they pulled the crowds by the droves. The fame of the novel from which the picture was adapted and the film's appealing factors also were magnets contributing to the draw. "The Mystrey of Life" at the Aster and "Riders of the Purple Sage" at the Lyric also brought better than normal business to their theatres. "The Mystery of Life," in particular, drew surprisingly well. "Palmy Days," the opener of United Arttists' Pantages, demonstrated a good drawing power, and pleased the customers.

Aster—**Mystery of Life** (Universal), Clarence Darrow. **Business:** Big; 125 per cent. **Summary:** An absorbing illustration of evolution; unusual character gets the crowds. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News; Comedy and Screen Vaudeville.

Lyric — **Riders of the Purple Sage** (Fox), George O'Brien and Marguerite Churchill. **Business:** Good; 110 per cent. **Summary:** Lovers of Western outdoor melodramas will be sure to enjoy this thriller dealing with a young Texan who put a gang of outlaws to rout and wins the girl of his heart. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota — **Susan Lenox** (M-G-M), Greta Garbo and Clark Gable. **Business:** Big; 125 per cent. **Summary:** Dyed-in-the-wool sex melodrama teeming with implausibilities and artificalities; a story of a country girl who travels the scarlet road but eventually attains redemption, is nevertheless sure-fire boxoffice. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News; Stage Show.

RKO Orpheum — **The Last Flight** (First National), Richard Barthelmess. **Business:** Light; 125 per cent. **Summary:** Little boxoffice appeal, but many thrills and much action in this drama of a pair of ex-war aviators, shattered by their experiences at the front, who befriend a young girl. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville; Sound News; Comedy.

RKO Seventh Street — **The Woman Between** (RKO), Lily Damita and O. P. Heggie. **Business:** Light; 75 per cent. **Summary:** A slow-moving and implausible drama of a young man who unknowingly falls deeply in love with his father's second wife; fails to hold the interest well. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Ned Sparks' Comedy; Screen Vaudeville.

State—**Sidewalks of New York** (M-G-M), Buster Keaton. **Business:** Light; 75 per cent. **Summary:** A fairly amusing comedy about a wealthy young man who falls in love with a girl of the slums and devotes himself to efforts in behalf of tough tenament youngsters with some laughable results. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newscasting; Football Thrills; Cartoon Comedy; Van Dine Mystery.

United Artists' Pantages — **Palmy Days** (United Artists), Eddie Cantor. **Business:** Good; 110 per cent. **Summary:** Many laughs and pretty girls and melodies in this musical comedy which finds Eddie an efficiency man in an ultra-modern bakery. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News; Screen Vaudeville.

MILWAUKEE

Alhambra—**The Spirit of Notre Dame** (Universal), Lew Ayres, Sally Blane. **Business:** - 110 per cent. **Summary:** A sincere story of college life dedicated to Knute Rockne. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; newsreel.

Garden—**Palmy Days** (United Artists), Eddie Cantor and Charlotte Greenwood. **Business:** 100 per cent. (Ended second and final week.) **Entertainment Merits:** 90 per cent. Short **Subjects:** Comedy and newsreel.

Palace — **Huckleberry Finn** (Para.), Jackie Coogan, Junior Durkin, Mitzi Green. **Business:** 100 per cent. **Summary:** An excellent picture for both young and old. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy and Fox Newsreel.

Riverside—**Smart Women** (R-K-O), Mary Astor, Robert Ames. **Business:** 100 per cent. **Summary:** "Smart Women" concerns a devoted wife whose husband becomes infatuated with a blonde and asks for a divorce. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand — **Caught** (Paramount), Louise Dresser(Richard Arlen. **Business:** 90 per cent. **Summary:** A story of the west and "Calamity Jane," with some pretty outdoor western scenes to fill in gaps. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy and Fox News.

Warner—**The Road to Singapore** (Warner Bros.), Wm. Powell and Marian Marsh. **Business:** 100 per cent. **Summary:** An oriental picture which fails to give either Powell or Doris Kenyon an opportunity to do their best acting. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy and Paramount News.

Wisconsin—**Twenty-four Hours** (Paramount), Miriam Hopkins, Clive Brook, Kay Francis. **Business:** 100 per cent. **Summary:** Based on Louis Bromfield's novel of the same name, the screen version contains excellent settings and photographic effects. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox News.

ERPI Installations

The Minneapolis ERPI office recently completed the installation of the new vertical type disc reproducing equipment for electrical transcriptions in the following radio broadcasting stations: WEBC, Superior, Wis.; WCCO, Minneapolis, Minn., and WKBH, La Crosse, Wis. These were additions to existing lateral and 78 RPM installations.

Complete vertical, lateral, and 78 RPM equipments have been completed within the last month at KSOO, Sioux Falls, S. D.; KSTP, St. Paul, Minn., and KFYR, Bismarck, N. D.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES $2.00 UP

Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING LAKE MICHIGAN—
CHICAGO AT YOUR FEET

BRIGHT BITS and NEWSY NOTES

Dick Gilbert, RKO Orpheum exploitation head, induced Maxie Rosenbloom, light heavyweight pugilistic champion, to make a personal appearance on the Minneapolis Orpheum stage when the latter came to the showhouse to visit Billie Glason, the headliner, his friend. Rosenbloom was in town for a ring bout.

A tie-up with the Marigold Gardens, Minneapolis leading dance hall, brought Wallie Erickson's band to the RKO Orpheum Theatre as an added attraction three nights last week.

William Keating, manager of the Loring Theatre, Publix uptown house, Minneapolis, is a proud daddy. It's his first and a girl.

John Reisman and Dave Wells, Publix managers in Minneapolis, have switched places, the former going to the Aster and the latter to the Grand.

Alice White, former Screen favorite, is appearing in person as an added attraction at the Minnesota Theatre, Minneapolis, this week.

Lou Lusti, on leave of absence from the United Artists' publicity department, was in Minneapolis ahead of Alice White.

The Alhambra Theatre, St. Paul Publix grind house, is the last and only remaining silent theatre in the Twin Cities and is getting a big play from the deaf.

Jobless as Salesmen

(Continued from page 3)

Exhibitors took the proposal under consideration in connection with other details to be worked out during the ensuing week.

"The motion picture interests are eager and glad to do their part," said Ames. "The problem is to get the public to cooperate to the extent of buying tickets for the benefit performances. We do not want to play to half-filled houses and have little in the way of proceeds to turn over to the accredited relief agencies in the various communities. If the unemployed themselves will help us in our biggest task, selling the tickets, they will derive considerable real benefit from our program of aid."

Endorse M. P. Week

At the initial meeting to consider the Hays' National Motion Picture Week plan, Northwest exhibitors and representatives of distributors and theatre chain groups gave the proposal their enthusiastic endorsement.

The meeting last Thursday was the first of a series at which details of the Northwest cooperation in the national program will be worked out.

It was indicated that there will be benefit midnight performances at the leading Twin City loop theatres and special benefit matinees at many neighborhood houses during National Motion Picture Week. The plan also is to have at least one benefit performance in every town throughout the territory.

Distributors will contribute the pictures and there also will be considerable contributed flesh-and-blood talent. Services of musicians and stage hands also are to be donated.

All to Aid

"All northwest branches of the Motion picture industry will donate the services of their staffs and their entire resources for the

(Continued on page 8)

Five Different Kinds of Mineral Waters

EXCELSIOR SPRINGS

MISSOURI

DRINK AND BATHE YOUR WAY TO HEALTH

ENJOY EVERY PLEASURE OF RESORT LIFE

World famous Resort

The ELMS HOTEL

Health! Vitality! A new zest in life is yours after just a few days at the Elms where five renowned mineral waters tone you up till you are feeling topnotch. Truly a stay at the Elms is the royal road to physical perfection. Every luxury; every refinement. Food to delight an epicure-with special attention to those who must observe diet rules

No other place in the world offers these five kinds of Mineral Waters

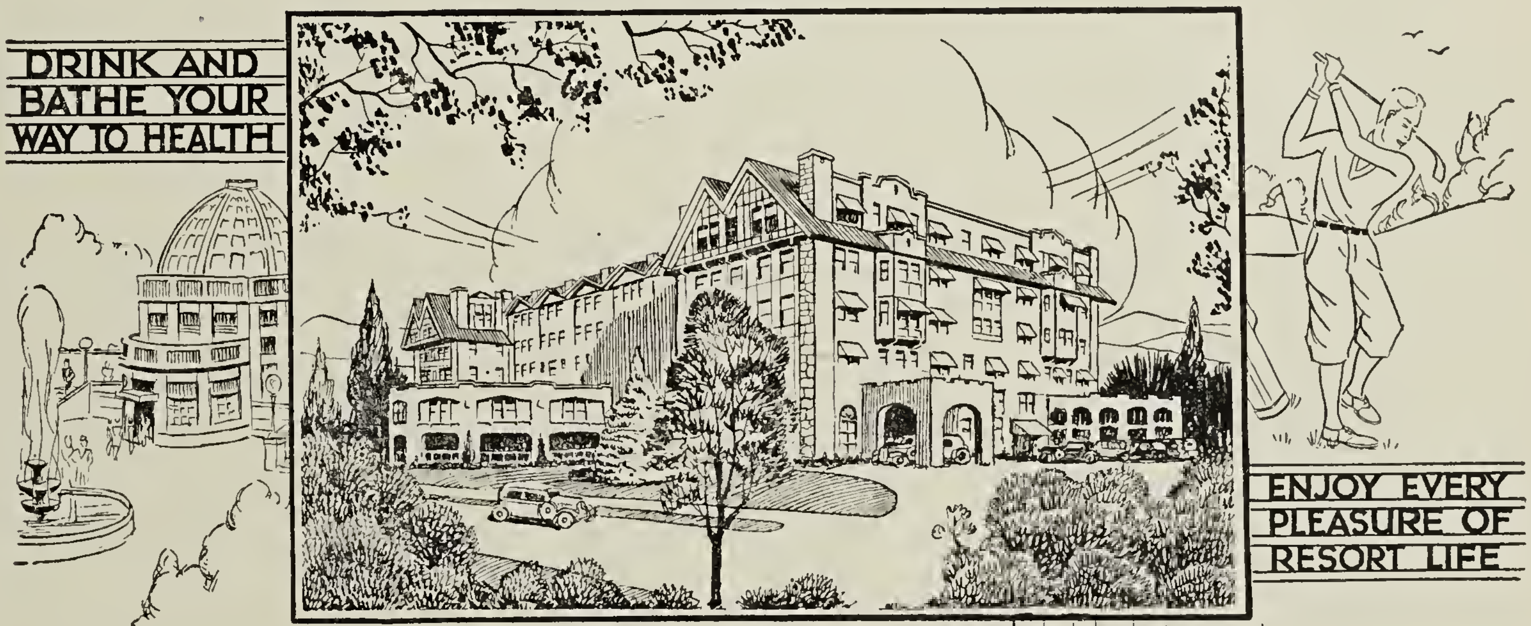
IRON-MANGANESE, SALINE LAXATIVE, LITHIA, SODA-BICARBONATE AND SULPHUR

Recreation! Sport! The thrill of all outdoors. Golf on Excelsior Springs' world famous golf courses, horse-back riding, boating, bathing, tennis at their best... Just 24 miles from Kansas City...... Paved highways in all directions...... *Write, wire or phone for reservations or handsome illustrated booklet..*

ELMS HOTEL COMPANY

F. F. HAGEL *President*....FRANK FORD *Manager*

CHICAGO OFFICE... *520 N. Michigan Ave.. Suite 422..Phone Superior 4416*



THE PUBLISHER'S PAGE

Second Call--FORWARD!!

ELSEWHERE in this issue is reprinted verbatim Mr. Carl Laemmle's reply to the editorial that three weeks ago appeared on this page. I am glad to have Mr. Laemmle's reply, for he is unquestionably one of the gamest fighters this industry has known since its inception. However, I cannot agree with everything that Mr. Laemmle says in his letter.

IT is quite true that "when courage and resource and fighting ability are needed to pull a business through the doldrums they always pop up and do their stuff." But that truth existed several years ago. It has not shown itself in recent months; not even in recent years in this industry. And one of the big troubles with this business today is that men are sitting around waiting for something to "pop up" that will pull them out of the rut rather than thinking and planning and making things pop. Too many have been contented with the talk that "prosperity is just around the corner." But too few have seemed willing to walk around that corner to meet it.

I HAVE seen some of the selling campaigns executed by theatres of which Mr. Laemmle speaks. Some of them have been quite good. In the main they have been campaigns that cost far more than the average theatre could spend to put the pictures over and, almost in every instance, they have been directed to the large first run metropolitan theatres that have their own advertising staffs. My mention of lack of inspired selling was not directed so much at the retail end of this business, while that is inadequate. But, since Mr. Laemmle brings this question up the "inspiration" that is given the theatres by producers is not carried far enough to help Mr. Small Theatreman, who doesn't have a staff of exploitation experts. Some companies are commencing now to give such a service, which is proof of its need. The profit-payers in this industry seem to have been forgotten in the mad rush for big-time play dates that came with the first success of sound. However, my several weeks' stay in New York has brought out to me that sales departments are commencing to realize the importance of the theatres in the hinterland; they are commencing to see that 10,000 bookings that pay an average of ten dollars or more per day for film will gladly pay more if the intake at the box-office rates it.

IT is WITHIN that the industry seems to be underselling its stock in trade. And that lack of selling within the industry has held back the real effort to sell OUTSIDE to the public, great as may be the spotted blasts that are hurled in a few centers through metropolitan houses.

I CANNOT agree with Mr. Laemmle that the whole industry is giving of its best right now. But I will say that it is "commencing to begin." I have a lot of faith in this industry and in its leaders and its legion of showmen. And, because of that confidence and feeling that it will come through with flying colors, we are cheering for the leaders to marshal their manpower and to GO OUT AND DO BATTLE IN A FIGHTING WAY. While in New York I have observed that the parade seems to be forming. But the crowd is growing impatient. WE WANT TO SEE SOMEONE STRIKE UP THE BAND AND SEE THE WHOLE MOTION PICTURE INDUSTRY MARCH FORWARD AS ONE GREAT ARMY! OUT TO MAKE VICTORY! OUT TO GET BUSINESS! AND TO GET IT!

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office: 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill., MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; New ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

New Arbitration April 1

32 Key City Boards to Be Under Charge of Pettijohn; Reaction Is Spotted.

New York — Return of arbitration to the industry virtually is assured. New national arbitration system goes into operation April 1, when the standard exhibition contract, drafted by the 5-5-5 conference last year, will be called into use.

Thirty-two boards will be established in key cities under the guidance of C. C. Pettijohn.

Reaction of exhibitors to the announcement, though most territories knew it was coming, was spotted. Prominent theatrical officials of the Southeast, among them Love B. Harrell, secretary of the Southeastern Theatre Owners' Association, announced that a return of arbitration would be welcomed into the territory. Harrell said that the Southeastern exhibitors, never having howled very loudly for the extinction of arbitration, prefer to settle controversies in an amicable fashion, rather

(Continued on page 15)

FILMS DO NOT HARM CHILD

Annual National Conference on Delinquency Decides; Statement Is Slap at Critics.

Baltimore — Motion pictures, muchly-publicized here of late as having a harmful influence on youthful minds, were absolved of all guilt in the matter by the 28th annual meeting of the National Conference on Juvenile Delinquency here recently. Not only were films exonerated of all charges of contributing to juvenile delinquency, but child offenders were catalogued as having something wrong with them in the beginning. In such cases the motion picture cannot be held responsible, was the opinion of the conference.

Among those who declared that films are blameless in causing juveniles to err were Dr. Manfred S. Guttmacher, chief medical officer of the Supreme Court here; Lieut.-Col. Claude D. Jones, superintendent of the National Training School for Boys, Washington, and B. L. Coulter, superintendent of the Industrial School for Girls and Boys, Columbia, Miss.

Rush Jobless Relief

"Give Him a Lift" Is Slogan Adopted by Industry; Move Wins the Praise of Nation's Press.

New York — With generous praise from Walter S. Gifford and Owen D. Young, representing the President's Organization on Unemployment Relief, and with editorial reaction from the whole country applauding National Motion Picture Week, plans for the nation-wide benefit performances to be given during the week of November 18-25 are proceeding in a way to indicate a united and impressive effort throughout the industry.

The advertising committee charged with the preparation of a press book and exploitation campaign to aid the local theatres claim to be the first committee in the industry's history with a secret chairman. All announcements will be made in the name

(Continued on page 15)

HI-LITES IN THE WEEK'S NEWS

Screens throughout the country were darkened Wednesday night, October 21, in tribute to the memory of Thomas A. Edison. Cameras in Hollywood and eastern studios stopped clicking and microphones remained silent for three minutes on the afternoon of the same day.

* * *

Hollywood — Lewis Milestone, director, has withdrawn from the Selznick-Milestone Prod. Hereafter he will free lance.

* * *

New York—Paramount's 1931-32 short subject program at the New York studio will be completed about November 15. Work on the 1932-33 schedule will begin about April 1.

* * *

New York—High film executives who witnessed the television demonstration at the B. S. Moss Broadway last week were impressed with the possibilities of television.

* * *

New York—Al Wilson, former studio manager, has been appointed production manager of the Audio Cinema studios.

* * *

A recent survey places the approximate number of dime houses in the United States at 400.

o

"GIVE HIM A HAND"

Slogan for National Motion Picture Week

New York—"Give Him a Hand" has been adopted as the industry's slogan in its co-operation with the government to relieve unemployment suffering throughout the nation. One hand outstretched and two hands grasping for aid, the symbol of the slogan, will be printed on 30,000 posters for distribution all over the country for use in theatre lobbies.

One corner of the design will refer to National Motion Picture Week, set for November 18-25, during which theatres are expected to give benefit performances for the needy. The slogan will also appear on all tickets sold during the week.

Hays in Tribute to Memory of Edison

As the industry paid tribute to the memory of its father, Thomas Alva Edison, Will H. Hays expressed the sentiment of Filmdom in the following statement:

"To the men and women of the motion picture industry the death of Thomas Alva Edison means much more than the passing of a great inventive genius. He was the father of the motion picture. He it was who made it possible in a practical sense the first frail mechanism which suggested the movement of figures on a screen. His was the genius that liberated the early motion picture from its prison in a cabinet, where it might be seen through a peephole by one person at a time, and threw it upon a screen to the view of hundreds of thousands of people.

"To the very time of his passing Thomas Alva Edison remained a staunch friend and champion of the art that was founded upon his own great achievements. Even in the lowly nickelodeon he saw the beginnings of a vast popular entertainment service. He saw in the first stilted entertainment pictures the struggle of a new art to rise to higher levels. When the crude, unsteady flickerings of a generation back had been transformed into clear, moving images, when electrical and photographic science had brought the beauty of music, the magic of speech and the warmth of color to the screen, none was more zealous than he in urging an open road for the further progress of the art.

"The world owes much to Thomas Alva Edison. And no debt of gratitude to his memory will be more deeply felt than by the host of men and women in the motion picture industry whose careers, whose progress and whose service were made possible by the greatness of his vision."

PEACE IN CHICAGO

Exhibitors and Union Operators Agree to Pact

Chicago — Complete settlement of the Chicago operator squabble was finally effected on Friday, October 23, when the union and the exhibitors ratified the new pact, which goes into immediate effect, superceding all previous agreements, and remains in force until January 1, 1933.

The new agreement specifies the following conditions:

1—All theatres in the jurisdiction of Local No. 110 will employ only union men, members of the Local.

2—The exact number of houses has not as yet been definitely decided, but a certain group of approximately 50 theatres will have one union man in the booth, with the owner or manager, to be licensed as the second operator.

3—The salary of the one man in these houses will be the regular scale, plus a 15 per cent increase.

4—All other theatres in the entire city and suburbs, where Local No. 110 holds sway, will employ two union men at the regular scale, less a 20 per cent cut in salary.

5—Any concession made in the past is considered ended, and operators' salaries are uniformly as per the above schedule.

Union Demands May Close the Shubert

What is termed the unreasonable attitude of the stage hands' union in Minneapolis may force the closing of the Shubert Theatre (Bainbridge dramatic stock). The The same union is refusing to accede to Publix demands that the yellow card requirements govern the employment of stage hands at the Minnesota Theatre.

Despite the depression and the extremely hard going which A. G. Bainbridge is having at the Shubert Theatre, the stage hands' union has refused to consent to a reduction of the stage crew from ten to eight. Accordingly, Bainbridge, who has been operating at a loss this season on top of a succession of slim recent seasons, has given the union crew its notice.

"I will either close my theatre or operate with a non-union crew," declared Bainbridge, who is extremely irked by what he terms the "heartlessness" of the union.

Bainbridge made no attempt to reduce the $63 a week scale although conditions surely justify a reduction, it is pointed out. The stock company is the oldest in the United States, this being its twenty-first season.

St. Paul Accedes

In St. Paul the dramatic stock company operated by one of the wealthiest families asked the stage hands' union there for relief and it was immediately granted. The crew requirements were reduced from ten to seven.

The Minneapolis stage hands' union is demanding a crew of 13 men be retained, the same number used when the house played the much heavier Publix unit shows. Yellow card requirements for such shows as those provided now by the lighter Fanchon-Marco units are for only eight men, Publix insists. A double crew is employed at the Minnesota, it also is pointed out, whereas in many spots only single crews are required for the Fanchon-Marco units.

Although unable to reach an agreement yet with the stage hands and despite the fact that the old contract expired August 31, the men are remaining at their posts while the matter remains open. The only other open Publix situation in the territory is at Rochester, Minn. The Winona situation was settled last week.

Cast Augmented

Hollywood—Walter Miller and Russell Simpson have been added to the cast of Columbia's next Buck Jones Special, "Headin' For Love" which is being directed by Ross Lederman, and in which Mary Doran plays the feminine lead.

Jobless to Aid

(Continued from page 5)

benefit performances to be selected during the National Motion Picture Week," it was announced to the press by W. A. Steffes, chairman of the district committee for this region. "Extensive publicity will be used to swell the funds to be turned over to the relief agencies in Minneapolis and every community in Minnesota, North Dakota and South Dakota in which there is a motion picture theatre.

"So exhaustive are the provisions made for this Motion Picture Week that every single penny realized from the benefit performances will be turned over to the local relief agencies of the various towns taking part in the drives. The week of November 18 is particularly appropriate because it will coincide in most instances with the last weke of community chest drives.

Officers representing the various phases of Motion Picture Week on Steffes' committee will be Otto N. Raths, Minnesota; Bennie Berger, South Dakota; H. J. Peterson, North Dakota; W. H. Workman, distribution; Morgan Ames, divisional manager of RKO theatres; Theodore L. Hays, Publix public relations manager, and Miss Mabel Dietz, secretary of the Minneapolis Film Board of Trade.

Congratulate Steffes

W. A. Steffes, manager of the Northwest Allied States' unit, is receiving congratulations for the part he played in bringing victory to Chicago independent exhibitors in the latters' fight with the operators' union against racketeering and for fairer working terms. Taking the thankless job, Steffes risked his life to aid the Windy City independents who are members of Allied States.

Kelly Recovering

Harvey Kelly, assistant manager of the Publix Grand Theatre, Minneapolis, is recovering from serious injuries inflicted when he endeavored to eject a trio of disorderly young men from the theatre. Although slugged with a blackjack, Kelly managed to hold on to one of the rowdies who was placed under arrest and given a stiff jail sentence.

Phelan Takes Allis

West Allis—Eugene Phelan has taken over the Allis Theatre here from George Fisher, who continues to operate another house here and two in Milwaukee.

U. A.-Publix War

(Continued from page 3)

ment, and from the Northern States Power Company, United Artists hung a huge banner across Hennepin avenue in front of their theatre, advertising "Palmy Days." The banner had been up only a half day when police officials appeared on the scene and removed it, claiming that a city ordinance was being violated.

United Artists claims that Publix was responsible for the removal and suspicions is pointed toward Bob LaPiner, Publix contact head who is said to have considerable influence in police and other officialdom circles. While theatres have been prohibited from hanging such banners across loop thoroughfares, it is nevertheless pointed out that a local woman music impressario continually utilizes them without police interference.

More than $500 was expended by United Artists on the tacking of one-half sheet cards on telegraph poles, sign boards, building walls and newsstands in the loop. The day following the tacking up of the cards they all had been removed, ostensibly by the police department which asserts that they were put up on poles in violation of the city ordinances.

A large loop building partially demolished by fire was completely covered with "Palmy Days" signs and decorations. After the banners and decorations had been in place one day United Artists was notified by the owner, who had experienced a change of heart, apparently, to remove them. Banners also were ordered removed from other loop buildings where they had been placed originally with the owners' permission.

Asked whether he had had any part in "gumming up" the works for United Artists, La Pliner said he was making no comment on the charges.

"I might point out, however, that practically everything done by United Artists and interference with which they now are complaining about was in violation of city ordinances and things which other theatres have been prohibited from doing," said La Piner.

"I also might point out that United Artists showed the height of nerve by slapping eight of their one-sheets on the side of the Publix office building wall. To this day I have not ordered the sheets removed."

United Artists had to change their plans to play "Palmy Days" only a single week and follow it immediately with "Street Scene" when A. G. Bainbridge, Shubert stock company managing director, pushed the play, "Street Scene," in the opening week of Pantages.

"GIVE HIM A HAND"
MOTION PICTURE WEEK
November 18-25

DISTRIBS. "STALL"

So Says Lightman at M. P. T. O. Meet

Omaha—Charges that the distribuors are "stalling" on the uniform contract were made by M. A. Lightman, M. P. T. O. A. president, at the convention of the M. P. T. O. of Nebraska and Western Iowa held here October 20 and 21.

"It would be a real gesture of encouragement to exhibitors at this time if the distributors would tell us what they are going to do, instead of keeping us in the dark and stalling," he declared. "Even if the contract will not become effective until next spring why don't they tell us now?"

A definite opinion from every exhibitor in the territory embodying his ideas on zoning was advocated by Lightman.

"I would submit to every exhibitor a copy of a uniform zoning plan with a definite limit of protection," he said. "Each man who signed such an agreement would be subject to it and the others would have to take the whiphand away from the opposition, yet the plan would not be forced upon any exhibitor."

Although no action was taken on zoning, the general sentiment of the organization was in favor of Lightman's idea. Lightman described the plan now in use in this territory as "one of the fairest in the country and far better than exhibitors could hope to get by individual bargaining."

Charles E. Williams was reelected president of the unit for the twelfth time. At the close of the meting he made a dramatic appeal for cooperation from the exhibitor and distributor.

SHOWMANSHIP WINS

Exploitation One Way to Defeat Slump

Independent exhibitors in the smaller spots who are displaying showmanship are still doing business despite the depression.

This is the observation of Mike Frisch, RKO exchange manager, Minneapolis, who just has concluded an entire week's trip into northern North Dakota where conditions are supposed to be the worst. During the trip Frisch made every situation.

"It would be fooling to say that times aren't hard in that section," said Frisch. "But the managers who appreciate that it devolves upon them to work harder than ever to get business and to put more pains and showmanship into their operations still seem to be obtaining the results."

The trip was satisfactory to RKO from a business standpoint, Frisch said.

Stage Will Augment Midwest Program

Publix Midwest theatres will go in for live stage talent to augment their screen entertainment to a greater extent than hitherto during the ensuing season.

Holding his first convention of Midwest district managers in Minneapolis last week after his initial swing around the division of which he recently was placed in charge, L. J. Ludwig, now headquartered in New York, instructed the district managers to be on the lookout for flesh-and-blood talent that can be used in the houses which they supervise.

"Live talent should be utilized where and when it means anything and can be obtained at reasonable figures," said Mr. Ludwig. "We are finding that such talent is proving a business booster in many territories. A case in point is that of Jean Darling of "Our Gang" comedies who is playing the Northwest circuit and drawing exceptionally well in all towns."

Including executives of the Northwest circuit, 30 people were in attendance at the meetings. Fred Hamlin of Salt Lake City, head of the Publix district which centers there, drove to Minneapolis in a Ford, making better time than the train.

An exchange of ideas featured the sessions. District managers told of business getting stunts which they have been employing successfully. Because they feel that the product is improving, the managers expressed themselves as hopeful regarding the outlook. The general feeling was that the worst has been seen and that the turn is at hand.

Live talent often bolsters shows and helps to bring bigger openings, it was agreed.

A slow but steady improvement in the general business situation was anticipated by the managers.

Eddie Ruben, manager of the Northwest division, entertained the visitors at a buffet dinner at his home. Minneapolis and St. Paul theatres were visited during the week.

ERPI in Hotel

Western Electric Portable sound equipments have been in use in the Nicollet Hotel, Minneapolis, and at the Lowry Hotel, St. Paul, for the last six months. They are the EMD-46 Type with two projectors, which can be used either together or separately. They are used frequently for conventions, sales meetings, etc.

"SUSAN LENOX" BIG

'Devotion' and 'Rebound' Also Gross Well

The big business done by a quintette of screen attractions in the Mineapolis loop during the past two weeks is accepted in film circles as evidence that outstanding pictures still are able to deliver at the box-office in spite of the fact that the depression has been making the going harder the past month and the slump in Minneapolis has been particularly severe.

After two weeks of very poor business, the Minnesota, ace Publix house, came very much to life again with "Susan Lenox" last week, grossing nearly $30,000 and earning a large profit for its sponsors. The stars, Greta Garbo and Clark Gable, get credit for the spurt at a time when it looked as though the house was permanently on the downgrade.

The RKO Orpheum had a similar experience. After a stretch of poor business, "Devotion" pulled splendidly week before last, there being holdouts practically every night. The Aster has had bad business for a considerable period, but with "The Viking" week before last and "The Mystery of Life" last week, it did very well. The Lyric, where business has been none too brisk, also came through with two fine weeks in succession, credit going to "The Spider" and "Riders of the Purple Sage".

"Rebound" jumped business at the RKO Seventh Street considerably last week, building so well that the management almost held it over for a full week. "Palmy Days," at Pantages, did fine business its first week.

Broadcasts in Color

New York—Screen Broadcasts of the Theatre Service Corporation, now exhibited in more than 3,000 theatres including virtually all of the Publix houses, will hereafter be produced in natural colors by the new Technicolor grainless process, according to William Johnson, president of Theatre Service Corporation. For 16 years Johnson has been engaged in the business of screen advertising and his service has approximately 10,000 retail subscribers in 1,400 cities covering 41 states.

GETS TWO REVIEWS

Critic Praises "Five Star Final"

Eager to get a big opening for "Five Star Final" through as much advance newspaper boosting as possible, Manager Emil Franke of the RKO Orpheum, Minneapolis, induced Merle Potter, Journal critic, to preview it three weeks in advance. As a result, he obtained two reviews of the picture in the Sunday Journal, both of them lauding it highly. The first review appeared a week before the picture opened, last Saturday, and the other two days after its opening.

In his initial review, Potter merely told the circumstances of how Franke persuaded him to say a good word about the attraction well in advance so that the public "would understand it is enormously good entertainment." The critic explained he was glad to do this because "Five Star Final" is grand—perhaps even extraordinary—entertainment.

The theatre conducted a big newspaper advertising campaign in advance of the attraction's opening.

Speed Shawano Unit

Shawano, Wis.—The Independent Theatres, Inc., is constructing a new theatre here which is expected to be ready to open by Christmas. W. L. Ainsworth, operator of the Garrick Theatre in Fond du Lac, is president of the new theatre company.

MEYER - REIGER REP.

C. Coren to Represent N. Y. Laboratories

Charles Coren has been appointed Northwest representative for the Meyer - Reiger Laboratories, Inc., of New York City, which just has entered the trailer field, bringing into it years of motion picture development experience. Coren's headquarters will be 64 Glenwood avenue, Minneapolis. More details regarding the new trailer service will be announced shortly.

For some time the Meyer-Reiger Laboratories have been concerned with art work, animation and other features which are considered part and parcel of deluxe trailers.

MIDWESCO SHIFT

Leddy to Wisconsin; Other Changes

Milwaukee — A readjustment has been made on Fox Midwesco staff with the result that Russell Leddy, formerly assistant to Al Kvool, supervisor of city theatres, has been named manager of the circuit's Wisconsin Theatre. Leddy's department has been eliminated and he has no successor.

Ed Lurie, formerly manager of the circuit's Wisconsin, becomes manager of the Strand, while Harry Karp, former Strand manager, has been named to the Savoy, where he succeeds George Allen.

Schools And Theatres Asked to Co-operate

A plea for closer co-operation between the public school system and the theatres was made by Theodore Hays, head of the Publix public relations' department, Minneapolis, in an address before the Minneapolis Principals' Club. More than 150 school principals were present.

"It is comparatively easy to sell sex and gangster pictures to the public," Hays told the principals.

"But it usually is difficult to attract large audiences to worthwhile screen offerings of an educational or uplifting character.

"Next to religious training and public school education, the movies, perhaps, yield the greatest influence on our youth and can be made an even more important factor.

"If the theatres are to go in on a larger scale for pictures of an educational and uplifting character it behooves the school system to co-operate with them by getting behind such offerings. The schools should bring the pictures to the children's attention and urge attendance. We really are working along similar lines, educating the young people and building impressions for them. Let us work more together."

Hays cited "Alexander Hamilton" as a coming screen attraction which would deserve the schools' support. His talk was well received and the reception given to it causes Publix to hope that there will be more co-operation on the school system's part in the future.

Up to this time, it is declared, such co-operation has been entirely lacking in Minneapolis. The school system never will do anything to boost pictures showing at a local theatre, officials taking the stand that the system should remain aloof from everything savoring of commercialism. The attitude in St. Paul, however, is just the opposite.

Carl Laemmle Says:

“There Are More Cou
Business Now Tha

Mr. Ben Shlyen,
Associated Publications, Inc.,
551 Fifth Avenue,
New York City.

October 20, 1931.

Dear Mr. Shlyen:

Answering your suggestion that I give my views on your editorial regarding the so-called lack of leadership in this industry, let me say first of all that I totally disagree with the man who says the industry seems to have its tail between its legs and that “it is licked and has lost its guts.” In fact I think the man who said such a thing is licked and, like the fox who lost his tail, he seeks to drag all the rest of us down with him.

You ask “Where are the courageous fighters of yesteryear?” My answer is that I firmly believe there are more courageous fighters in the business now than there ever were — more in courage and more in numbers. We all need more courage nowadays and I have never known it to fail that when courage and resource and fighting ability are needed to pull a business through the doldrums they always pop up and do their stuff.

Thank heaven, Mr. Shlyen, we don’t have to live on the yesteryears. I personally thank heaven that I am still young enough to live in the present and the future and not in the past. Reminiscences are great stuff, but they don’t get us anywhere in the hurry and scurry of working hours. I have lots of fun thinking over the fights of the past and how I had to hurdle obstacles, but if the time ever comes when I rest on my

rageous Leaders in The *There Ever Were”*

laurels — if they are laurels — then it will be time for me to step out of this fast moving business and spend the rest of my days in a wheel chair.

You speak of such sterling pictures as STREET SCENE, FIVE STAR FINAL, AN AMERICAN TRAGEDY, THE MIRACLE WOMAN, THE SPIRIT OF NOTRE DAME, BAD GIRL and SPORTING BLOOD. You suggest that they have not been sold right or that they need inspired selling. Well, sir, again I am forced to disagree with you. I think these pictures and others I could name have been sold infinitely better than the pictures of former days. Possibly you have not seen the remarkable selling campaigns which have been sent to theatres on these pictures. I tell you they are masterpieces of advertising skill and selling science. Inspired! Nothing short of inspired!

Let’s not worry about any lack of the old fighting courage. There is no such lack. At least not in my opinion.

Never have I seen producers do better thinking than they are today. Never have I seen exhibitors exercise finer ingenuity than now. I am sold one hundred per cent on the belief that the whole industry is giving of its best right now, and nothing can make me believe such consecration to the job can fail to bring magnificent results.

Sincerely yours,

(Signed) CARL LAEMMLE

President, Universal Pictures Corporation.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

PAULINE FREDERICK who has been absent from the screen for some considerable time is again set to renew her celluloid career. She has signed on the dotted line at Paramount for one of the leading roles in "Wild Beauty," starring Nancy Carroll. "Wild Beauty" is being adapted from the novel by Natell Howe Farnham. The production will be shot at Paramount's Long Island Studios and Miss Frederick will leave Hollywood for New York early in November.

* * *

What promises to be a most pretentious effort of the independent field looms on the horizon with casting completed for "Thirty Days". Alan Crosland is directing this opus for the recently-formed Patrician Pictures. The cast includes Betty Compson, Maureen O'Sullivan, John Warburton, Mary Doran, John Holland, Montague Love, Wally Albright, Cornelius Keefe and Grace Valentine.

* * *

Virginia Lee Corbin, seen as a brunette in Tiffany's "X Marks the Spot," becomes her natural blonde self in "Forgotten Women," Monogram meller which Richard Thorpe directs for Trem Carr. Patsy Ruth Miller and Beryl Mercer also have been signed for this picture.

* * *

"The Greeks Had a Word For It" has been completed and Lowell Sherman returns to his home lot to direct "Ladies of the Jury" for Radio Pictures. The picture will be supervised by Douglas McLean. Edna May Oliver is to be starred.

* * *

Fanchon Royer, only woman film producer in Hollywood, recently confining her activities to the field of actors' and writers' representative, again enters the producing field. Her first feature to be produced for George Weeks is titled "Gangway". Reed Howes has been signed for the leading role and Wallace Fox, brother of Edwin Carewe, will direct.

Lyda Roberti who was originally signed by Paramount for "School for Sweethearts," is now waiting until the studio selects another musical comedy, having changed its mind about bringing this one to the screen. Strange but true, Lyda Roberti had to take her Polish accent to New York's Broadway before Hollywood became aware of her ability. Lyda Roberti stepped into the spotlight via the Fanchon and Marco revues. She was a decided hit at the Paramount in San Francisco where she really got her start several years ago. Frank Jenks, master of ceremonies at that time, was largely responsible for her popularity. We opine that she was groomed for stardom through his expert handling and excellent showmanship.

* * *

Independents are reaching a level of importance that promises to rival the major studios. A number of the industry's big guns are turning to independent production and the major outfits are cooperating by lending their contract players for work in independent productions. Benny Ziedman has started on his first independent feature titled "Juvenile Court," with the following cast: Junior Durkin, Pat O'Brien, Junior Coghlan, Bette Davis, Edmund Breese, Emma Dunn, Charles Grapewin, Hooper Atchley and Morgan Wallace. Young Durkin was borrowed from Paramount where he is to be starred in two more features; Pat O'Brien, featured in "The Front Page," and "Consolation Marriage," was loaned by Radio Pictures; Universal loaned Bette Davis. Over at Monogram studios "Two-Fisted Justice" has been completed bringing a new western leading lady to the screen opposite Tom Tyler. Barbara Weeks, under contract to United Artists, was loaned to Monogram for the picture.

* * *

Evalyn Knapp is back at the First National lot completely recovered from her accident last summer when she suffered a fractured vertebrae.

Edgar Allen Poe's "The Murders in the Rue Morgue" will be brought to the screen by Universal with Bela Lugosi in the leading role. The feminine lead goes to the diminutive Sidney Fox who will be remembered for her outstanding performances in "Strictly Dishonorable" and "Nice Woman". The romantic male lead falls to Leon Waycoff, Broadway thespian.

* * *

A new price schedule has gone into effect at Grauman's Egyptian Theatre. The new admission schedule is 40 cents for evening performances and for Saturday, Sunday and holiday matinees. Daily matinee prices remain at 25 cents and children 10 cents at all times.

* * *

Ann Harding and her supporting cast goes to Florida to film "Prestige". The Florida locale was decided upon after it was discovered that suitable locations were not available in Mexico. Jungle sequences will be shot in the Everglades of Florida. Tay Garnett is directing.

* * *

Damages of $250,000 are asked in a suit filed against tne RKO Pictures Corporation by Earl Weyland Bowman for asserted infringement of a copyright. Bowman alleges he is the author of a copyrighted story entitled "High Stakes," and charges that the film company recently produced a talking picture with a similar title. He asked an accounting of profits as well as an injunction restraining the company from further presentation of the story.

* * *

Victor Fleming has been scanning a number of scripts over at M-G-M prior to taking a directorial assignment. After giving the batch the once over he has been engaged to direct "The Wet Parade". The story is based upon Upton Sinclair's novel of the prohibition situation. The studio plans to retain the impartial viewpoint said to be embodied in Sinclair's novel. We understand that an all-star cast will be assembled.

ROCKNE CARRIES ON

Exhibitors everywhere are reaping rewards by tieing in with football. The photograph above shows the late Knute Rockne as he appears in a scene from one of his RKO-Pathe shorts. In these shorts the voice of the "Grand Old Man of the Gridiron" explains details of various football plays.

We still find players taking tests for the title role of "Tarzan of the Apes" at M-G-M. The latest applicant is Johnny Weissmuller, erstwhile swimming champion. Johnny ruined the shape of his nose several years ago making a dive into a pool at Ann Arbor. Dr. Josif Ginsburg, Hollywood's plastic surgeon, has made Johnny's nose over and his hopes are high for the title role.

* * *

Despite the crying need of story material studios seem to be stocking up on material for future screen use. Paramount has bought the screen rights to "Cloudy With Showers," the Floyd Dell and Thomas Mitchell opus now current on Broadway, and another play "The Queen Was in the Parlor," stage success of several seasons ago. We also hear that Paramount is considering doing a talker of Dickens "A Tale of Two Cities," with Gary Cooper starring. Another stage play of the new Broadway season, "After Tomorrow," written by John Golden and Hugh Stange, has been purchased by Fox. Universal has bought "Pearl Divers," the Victor Berge true story and one of last year's best sellers, also the screen rights to the stage play "Apartment Hotel".

* * *

S. Charles Einfeld, executive in charge of publicity of the Warner interests, was a recent visitor to the celluloid city. Before returning to New York he appointed George Thomas head of the West Coast publicity department. Thomas will be stationed at the Warner and First National studios in Burbank.

AS IT LOOKS TO US

REVIEWS
OF CURRENT
PICTURES

FEATURES
and SHORTS

Susan Lenox

M-G-M—75 Minutes

Cast: Greta Garbo, Clark Gable, Jean Hersholt, John Miljan, Allan Hale, Hilda Vaughn, Hale Hamilton, Russell Simpson, Cecil Cunningham, Marjorie King, Helene Millard, Ian Keith. Directed by Robert Z. Leonard.

Story built up with explanatory titles furnishes poor vehicle for Garbo, who rises above the story and by her performance makes a highly interesting feature. This should pack them in any house with cast that could not have been better selected. Clark Gable shows eminent ability as the young engineer who befriends Garbo after she has run away from a loveless marriage planned by her uncle. While he is away on business her uncle locates her and she again runs away and takes refuge with a carnival troup. She is compelled to accept the advances of the manager and when the young engineer returns and learns this he leaves her. Hardened to the world she goes from lover to lover gathering what she can. Finally she realizes her love for the engineer and locates him in a dive in New Orleans. This stage success of 11 years ago has lost a lot in its adaptation to the screen and even the good work of Garbo and Gable fail to make it rise above a program melodrama.

SELLING SEATS: A campaign on the star is about the only angle to use on this one.

Smart Women

Radio—67 Minutes

Cast: Mary Astor, Robert Ames, Edward Everett Horton, Noel Francis, Ruth Weston, John Halliday, Gladys Gale, Alfred Cross, Pearl Varvelle, Lillian Harmer. Directed by Gregory La Cava.

Screen adaptation of Myron C. Fagan's play, "Nancy's Private Affair," rises above a situation that is not convincing and makes it not only plausible but genuine entertainment in an amusing manner. Cast keeps this one above average entertainment value by adopting initiative at places when needed the most. With Mary Astor as the wife who is the simpleton who returns from a European tour to find her husband has become interested in a blonde during her absence and she pretends to be interested in a British nobleman to win him back. Her performance is too convincing and though she does as prepared it does not click with the audience who expect something different. However, this one should get over with the average audience. Splendid direction which is somewhat hindered by the lack of material puts it over as highly interesting entertainment. After summing it all up it is only a story of an erring wife and a forgiving husband.

SELLING SEATS: Star and direction seem to furnish all the material worthy of exploitation in this somewhat unsophisticated drama with a bit of comedy that saves it.

The Beloved Bachelor

Paramount—68 Minutes

Cast: Paul Lukas, Dorothy Jordan, Betty Van Allen, Charlie Ruggles, Vivienne Osborne, Leni Stengel, John Breedon, Harold Minjir, Marjorie Gateson, Alma Chester, Guy Oliver. Directed by Lloyd Corrigan.

Highly sentimental romantic type of story on the order of "Daddy Long Legs." This one should please generally. Lukas plays the title role which he fits as if made-to-order for him. Although the last half of the picture seems to become too childish the picture teems with entertainment value and should be thoroughly enjoyed by any audience, especially because of Charlie Ruggles in a typical role as a winebibber.

At the beginning of the picture Lukas, cast as a San Francisco sculptor, falls in love with a beautiful actress (Vivienne Osborne). Leni, his model, is killed in an accident. Lukas adopts her little girl to prevent her going to an orphanage. Vivienne believes he is the girl's father and immediately leaves to marry someone else. Years pass and the girl reaches young womanhood and begins to develop a love for him. Then Paul finds himself loving her, although Vivienne returns to renew their long-lapsed love and promises Paul a divorce. But Paul is too madly in love with his attractive ward and greatly relieved when Vivienne decides to return to her husband.

SELLING SEATS: Feature the stars and secure cooperation from your local newspaper in conducting a contest for the city's oldest bachelor, or hold a special matinee for all bachelors.

Honor of the Family

First National—66 Minutes

Cast: Bebe Daniels, Warren William, Alan Mombray, Blanche Friderici, Frederick Kerr, Dita Parlo, Allan Lane, Harry Cording, Murray Kinnell, Henry Gordon, Alphonzo Ethier, Carl Miller. Directed by Lloyd Bacon.

As a family trade picture this one will not click. The picture lacks real entertainment and is too broad and sophisticated. Based on a French play founded on one of the Balzac stories the photoplay contains romance of the intriguing type to appeal to lovers of risque stories.

Briefly, the plot is centered around the mixed loves of an adventuress (Bebe Daniels), who is companion and "nurse" to an aged and wealthy French nobleman who succumbs to her charms.

SELLING SEATS: Besides featuring the two stars of the picture, let the movie fans know that Balzac, famed for his so-called torrid stories, wrote this one. Inaugurate a Balzac Week at the local library and bookstore. Plug Warren William as a new type of dashing hero to overpower the hearts of women.

Border Law

Columbia—54 Minutes

Cast : Buck Jones, Lupita Tovar, James Mason, Frank Rice, Don Chapman, Louis Hickus, F. R. Smith, John Barnes. Directed by Louis King.

For those fans who like rough-riding western romances teeming with plenty of love and adventure here is one rip-snorting western they should go for in a big way. The Buck Jones fans won't be disappointed as the hero makes the picture move in his usual fashion with a thrill-a-second by his whirlwind riding, fistic battles and flashing gun-play. Buck is a ranger posing as the Pecos Kid, a notorious bandit, in order to cross the border to capture Shag Smith and his bandit gang who have murdered his young brother. He finds Shag and his gang at the cantina and joins with them in a big robbery as a ruse to lead them to their doom. Like an old-fashioned romance everything ends well with the bandits captured and Buck winning the hand of the beautiful Tonita, played by Lupita Tovar.

SELLING SEATS: Play up the star as the screen's daredevil cowboy in a breath-taking western.

SHORT SUBJECTS

The Gland Parade

Radio—19 Minutes

Stuttering Roscoe Ates is seen in another of his short series, this time as a window washer who changes places with a man in order to escape the wrath of his feminine boss. Then Ates finds himself in a worse predicament, being chased by doctors for the removal of his pituitary gland as they believe he is the other fellow. Eventually practically the entire cast becomes involved in the run-around. Ates furnishes most of the laughs when he doubles a woman to elude his pursuers and hops into a beauty parlor chair for a permanent. There are a number of amusing moments, but the laughs are quite far apart.

Puff Your Blues Away

Paramount—10 Minutes

Excellent little number that should please the popular crowds. The song number, "Puff Your Blues Away," forms the theme of the story.

Two Barks Brothers

M-G-M—17 Minutes

Another of the popular Dogville series which is interesting enough and has plenty of laughs. It is about a dog running for political office on the prohibition ticket. One of the villains changes his glass of water to strong gin just before he is to deliver his main campaign speech. The effect is indeed laughable. The culprit turns out to be his long lost brother.

The Great Pie Mystery

Educational—22 Minutes

Mostly slapstick comedy burlesque mystery movies. Instead of gangsters fighting with machine guns they substitute pies to be hurled at their enemies. Harry Gribbon is featured as the bucolic hero who experiences some strange adventures. The disappearance of a diamond garter causes a merry mix-up. Here is a short that will keep em constantly howling with laughter.

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Proper Control of Volume Important

R. H. McCULLOUGH in Fox's "The Last Word"

Before the advent of sound, motion pictures lacked popularity. Producers were seeking something different. The modern sound picture success saved producers and exhibitors, and since recording has been somewhat improved, theatre audiences have received many thrills.

I recently witnessed a sound picture performance, in one of our theatres, which caused the audience to be overwhelmed with enthusiasm. The success of this performance was due to proper volume control, in the auditorium, and the projectionists' efforts in handling and maintaining the projection room equipment.

It is great to hear an audience applaud a sound picture performance. Many accompanying effects with sound pictures are not anything over-marvelous, but they can be greatly improved by proper handling. Modern times have taught us that efficiency brings forth good results.

Sound picture presentation is something more than mere projection. It is something that requires the exercises of judgment and application of high-grade knowledge and skill. It is imperative that every projectionist and manager take great pride in modern sound picture presentation.

Every theatre with sound equipment has experienced the replacement of the 555-W Receiver, and there has always been a question as to just what was the nature of the trouble and why the unit ceased to function.

Gun shots, cannon shots, bombs, blasting and other effects produced with increased volume have been the cause of replacing many receiver units. Audio current circulates through the actuating coil, interacted with a steady magnetic field, forcing the diaphragm in and out. This coil is mounted rigidly on the diaphragm, and the diaphragm is corrugated between the coil and the clamped edge to prevent resonance.

However, I have found that the internal connections, connected to L No. 1 and L No. 2 of the speech circuit, break off at the terminal. It is advisable, when a receiver unit ceases to function, to remove the cover plate and inspect the internal connections. Oftentimes it is possible to reconnect the speech circuit connection, which is broken off at the terminal, thus resuming operation of the unit.

Every day before the theatre opens, test the horns individually and at the same time check the operation of the projector and pick-up mechanism. Regular daily testing is of great value and importance for the reason that a large proportion of failures and defects do not happen suddenly, but develop gradually and hence can be detected and remedied before they become serious.

Many projectionists are neglecting the take-up assembly in the lower magazine. The take-up should be inspected every week for proper operation. Most projection room film fires emanate from the take-up failing to function. Dust and dirt collect on the friction surfaces, which causes rapid wear.

Occasionally disassemble the take-up and wipe the friction surfaces with a cloth and fresh oil. Adjust the film take-up tension enough to wrap the film evenly and firmly around the reel.

The tension should be the same with 100 feet of film as with 2,000 feet. If excessive tension is used, it will cause serious damage to sprocket perforations.

FIREPROOF SCREEN

Visibestone Tests Termed Highly Satisfactory

Highly satisfactory is the result of tests made by Electrical Research Products on Visibestone sound screen, a product of Keasbey-Mattison Company of Ambler, Pa.

Visibestone, the latest development of fireproof motion picture screen by Keasbey-Mattison, is an asbestos cloth especially woven and treated for use as a sound screen.

Audiphones Installed

Western Electric Audiphones for the hard-of-hearing have been installed in the Manor Theatre, Pittsburgh, Pa., and also in the Warners' Wilshire and Western Theatres, Los Angeles, Cal.

POWERFUL BULB!

Maude Adams' Light to 30,000 Watts

Invention of a bulb said to be 30 times more powerful than the spotlight in average use in the theatre and which permits change of color without the usual use of gelatin slides is claimed by Maude Adams, 58-year-old actress, who now is preparing to return to the stage. The device is operated by remote control.

An operator, seated at a control board, will regulate all qualities of light from that of morning to midnight, it is claimed. Because of the intense heat generated by the bulb, which will have a power of 30,000 watts, an air-cooling device is provided.

The bulb is manufactured especially by General Electric, while the Century Lighting Equipment Co., New York, is to manufacture the control apparatus.

Kliegl Catalogue

A completely-revised catalogue covering floodlights, border lights, spotlights, footlights and numerous other forms of lighting equipment, including new devices for theatrical decoration and spectacular lighting, has been issued by Kliegl Bros. of New York.

New Arcturus Offices

Offices of the Western division of Arcturus Radio Tube Company have been moved to the first floor of their present address at 1855 Industrial street, Los Angeles. This is a direct factory branch, under the personal direction of L. P. Naylor, who was previously sales manager of the company at Newark, N. J.

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

STRONG

WHAT GOOD IS A BEAUTIFUL THEATRE
if you haven't Proper Projection?

STRONG
HIGH INTENSITY AUTOMATIC REFLECTOR ARC LAMP

Eliminates the troublesome relay arc control, is economical of current and carbon, ball bearing arc control feeds the carbons continuously as consumed, accomodates full 8 inch trim without resetting carbon, has widely spaced bearings which assure perfect alignment throughout entire trim.

For Sale by Independent Supply Dealers

The Strong Electric Corporation

2501 LAGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York City, N. Y.

Schenck Frowns Upon Hughes-Goldwyn Gab

New York — Denying as "utterly ridiculous" reports that Howard Hughes was dickering for Samuel Goldwyn's interests in United Artists, Joseph M. Schenck has issued the following statement:

"Such report is ridiculous. On the contrary, I hope to be able to make arrangements with Mr. Goldwyn to head production activities of United Artists for 1932-33 as soon as he arrives here November 15.

"Production activities at United Artists will be resumed January 15 when shooting will start on 'Sons o' Guns,' an Al Jolson starring picture on which a lot of money had been spent this year just before Jolson left the coast to star in 'Wunder-Bar'.

"While the Jolson picture is being shot, preparations will be made for filming Eddie Cantor's next one, an adaptation of his own story, 'The Kid From Spain.' There will be three or four Caddo pictures and one from Ronald West.

"In addition to this," concluded Schenck, "we are advised that Charlie Chaplin is working on a story in Europe and may make a picture over there for us. Mary Pickford is looking for the right kind of a story and if she finds it we will have at least one from her. Plans are being made to release a film featuring Douglas Fairbanks' South American air jaunt, so it looks as if Mr. Goldwyn will be a busy man in the two years following January 15, provided I can make the deal, and I believe I can."

Speed Relief Plans

(Continued from page 7)

of the committee, it was decided at the second enthusiastic working meeting. "The Committee," it may be revealed, is fifteen of the industry's crack advertising men.

In addition to formal adoption of a seal and of the slogan "Give Him a Lift," the advertising committee has designated committees of one to prepare various phases of the exploitation. This will be free to exhibitors.

In New York City the city committee of motion picture exhibitors has been in active contact with representatives of the New York City Emergency Unemployment Relief Committee, headed by Harvey D. Gibson. Mr. Charles O'Reilly, chairman of the motion picture industry's New York City committee, has secured consent of all circuit theatre heads and independent exhibitors to display the Gibson Committee poster, bearing the slogan, "I will Share," in New York motion picture theatre lobbies. Theatre programs will carry slug lines aiding the Gibson committee. These and other forms of co-operation are in addition to elaborate plans for exploitation of National Motion Picture Week and the special benefit performances that New York picture houses will give on some day between November 18 and November 25.

More than 300 city committees of motion picture exhibitors are now organized and at work.

Simmons Scenario Sold

New York—"The Collins Mystery," authored by Mike Simmons, has been purchased by George W. Weeks, president of Sono-Art Productions. This latest Simmons' scenario concerns a topic which has been occupying columns of newspaper space all over America. The story revolves around a fabulous crime committed on a cabin cruiser in Long Island sound.

Arbitration's Return

(Continued from page 7)

than subject the disputants to civil court proceedings.

In many territories it is believed the system—and in some instances even the announcement—will have a decided effect on existing or proposed litigation.

Pathe Edison Special

New York—Motion pictures of Thomas Edison in various phases of his career were shown by Pathe News in theatres throughout the country on Sunday morning, a few hours after the great inventor's death. David Sarnoff, president of Radio Corporation of America, opens this special supplement to the current issues of Pathe News with a fine tribute to the genius of the eminent scientist.

"Well, So Long!
too bad you boys didn't buy 'The Dreyfus Case'"
2000
500
600
COLUMBIA PICTURES
THE DREYFUS CASE $16,000.00

"There's a lot of wise guys like you birds. You sit down in a projection room and try to pick pictures for the people according to *your* likes and dislikes. Brothers, it can't be done that way! Give 'em what they want—and you'll get what *you* want!"

The DREYFUS CASE

SURPRISE SMASH OF 1931!

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

MODERN EXPLOITATION

By TED TODDY

Columbia's Director of Publicity and Exploitation, Southern Division, Atlanta.

(*Chapter Four*)

"COMEDY PRODUCTION"

LAUGH and the world laughs with you. Trite but true. Yet, because a laugh scores with each of us, a laughing screen brings laughs to your audience and a pure comedy farce, properly exploited, draws a box office receipt which makes the grumpiest of managers smile. Especially in these so-called times of depression (if there is such an animal) a laugh in time will very often turn an empty theatre into a jammed house and turn the tide to increase the flow of good-will of your theatre.

Be cautious and make sure your production is a genuine laugh-provoking one produced for that purpose, rather than a romantic or other type feature, possessing comedy situations. The latter cannot be truthfully classified as the pure comedy farce type and if advertised as such, will not only be a misrepresentation, but will suffer the collapse which usually befalls a production misrepresented by the exhibitor in his advertising and exploitation.

We must first recognize the fact that all productions using comedy are not comedy productions. Comedy relief is necessary in the most dramatic productions and appears throughout many romantic features, yet the productions may not be of the comedy type. Comedy farce type denotes pure and simple comedy throughout. There are no half-way comedy productions that should be exploited as comedy farces. Dramatic sequences may heighten the comedy, but either the story of the star must have one aim in comedy farce and that is to make the audience laugh.

With this in mind, our next step is to follow the successfully tried rule—"shoot the works" on the pure comedy farce, tuning our advertising to a merry-making pitch, all the while watching carefully that we can show proof of our statements. A certain amount of privileges and liberties may be taken with selling our comedy production, as the main thing we are selling is the obvious fact—laughs, and the popular conception of what signifies laughs spreads over a wide range of subjects, movements, words, actions, etc.

For a comedy farce production, we will get down to work and exploit Columbia's "Rain or Shine," starring the comedian, Joe Cook.

Having called our staff together, we carefully dissect the press book and find a world of successful ideas.

Special Week — We inaugurate a Laugh Week, using a strong tinkling of the circus angle as a background. We order twice our usual amount of accessories well in advance.

Newspapers—A contest on the best jokes of the day is run under the heading "Jokes as Joe Cook Would Tell Them". We also plant photographs and biographical sketches of Cook, as well as reviews telling of the success of "Rain or Shine" on Broadway. We offer an idea to the classified manager of the newspaper to tie-up with us on the classified page and use "Rain or Shine Humor-ads" suggestion contained in the press book.

We next plant our newspaper advertising campaign and we bang away, letting the large head of Joe Cook dominate the copy. We follow the teaser campaign from the press book and use all the punch lines recommended.

Advance Trailer—We flash an advance trailer on the screen and in addition, a special made up trailer announcing the coming of our Laugh and Carnival Week a week before the opening.

Decorations—Our artist plans a comedy front. We take 24-sheets, on which Joe Cook's head predominates and make large cutouts of it. We decorate the front as a carnival affair. We place pennants and balloons throughout the theatre. We build the complete front with comedy cutouts of this star. The exterior and interior of the theatre is full of comedy life, pep and joy. Color and lights are used in abundance.

Outdoor Advertising — Because of the striking laugh paper, we secure as many good 24-sheet locations as possible to cover. A good order of threes and singles are placed in choice spots. We are firm believers in billboard advertising if properly located.

Street Bally—For a laugh sensational street bally, we buy an old junk Ford and paint all sorts of funny gags and on top of it we place a large banner reading "One of Joe Cook's Inventions—See the Laugh of All Time 'Rain or Shine' at the Blank Theatre". We also attach an amplifier in front of the theatre and play the laughing record. Likewise we have a parade of six boys wearing raincoats carrying umbrellas with copy "We Are Ready For 'Rain or Shine' with Joe Cook".

Merchants — Newspaper Tieup We see the manager of display at the newspaper and submit tieup stills and he is successful in getting a full page tieup with us with local merchants, each ad being headed with "Joe Cook Says For the Best (Product) Do So and So". He also runs a contest with the radio dealers in town, in which they offer a free radio, and the public is asked to give the highest temperature and how many inches of rain will fall on blank day at blank time. The dealers participate for the replies from this contest, which are given them to use as a mailing list.

Aeroplane—An aeroplane flies lowed over town with banners on the plane reading "Rain or Shine—Use a Curtiss Wright Aeroplane". The plane is furnished gratis because of the tieup.

Milk Bottle Tieup—We arrange with a dairy house to insert around the bottle neck a dodger reading "For the Health of the Year, Drink Clover Milk—For the Laugh of the Year, See Joe Cook."

Book Store Tieup — On the strength of Joe Cook's book, "Why I Won't Imitate Hawaiians," every book store gives us full window display.

Taxicab—Tire covers are used by all Yellow Cabs with copy "Rain or Shine, Use Yellow Cabs and See Joe Cook in 'Rain or Shine' at blank theatre."

Laugh Insurance Policies—Tieup is made with insurance dealer in town, whereby he printed and distributed small miniature insurance policies guaranteeing plenty of laughs at blank theatre. For credit lines, he bears all the expense.

Kiddies Parade — A free matinee is arranged for the orphanage, in return for which the kiddies are to parade through the streets to the theatre. This received good newspaper publicity.

Jumbo Telegram Stunt—Large Jumbo telegram reproduced from the miniature telegram is presented to the mayor of our town, inviting him to laugh with Joe Cook. This also received special publicity in the paper.

Telephone Gag — Telephone company installs a miniature switchboard in a downtown window location, where four girls are seen telephoning people of the town. Large cards read "Rain or Shine, Use the Eastern Telephone Company's Line and See Joe Cook in 'Rain or Shine.'" Other cards read "These Girls Are Notifying the People of Our Town by the Fastest Means Possible That 'Rain or Shine' is Playing at Blank Theatre."

Give Aways—Tieup is arranged with a local peanut concern whereby small bags of peanuts are distributed with the copy "Joe Cook Says—For the Laugh of Your Life, See Me in 'Rain or Shine'—For a Healthful Life, Eat Peanuts."

The result of our work was gratifying, both as to the box-office received from capacity houses and untold goodwill the theatre gained. We had simply told the town Joe Cook was here to make them laugh—and he did.

Hurdy Gurdy for "Sidewalks" Film

AN exploitation gag that created much word-of-mouth comment in connection with "Sidewalks of New York" at the State Theatre, Minneapolis, was the utilization of an old-time hurdy-gurdy which ground out music on the busy loop corners.

The musical contraption was mounted on a platform and wheeled about town by a typical Italian character. The piece, "Sidewalks of New York," was played frequently.

Plan Ads Carefully

"Remember your advertising reflects your theatre. Plan your ads carefully. Have the pictorial sections of your layout sell. Infuse life and selling lines in your copy—have your ads stand out on the page just as you want your theatre to stand out in your community. Spend plenty of time in the preparation of your ads. Do not be discouraged if your budget is small and you cannot afford to splash. Remember that the carefully thought out small ad draws more surely than a large ad carelessly constructed." — Publix Opinion.

PICK OF THE PRESS SHEET

Christy Walsh "U" Sport Reels

ARRANGE with the local paper to sponsor a questionnaire contest, offering prizes for the first ten correct answers to the following questions. The local sports editor can judge the correctness of the answers and also provide additional questions in the event the contest is continued for additional days. Here are the questions:

1. Who was the outstanding football quarterback for the 1929 and 1930 seasons?
2. Who were the famous "Four Horsemen" and on what team did they play?
3. Can you describe three of the famous plays of the 1930 season?
4. What famous coach succeeded the late Knute Rockne at Notre Dame?
5. What University team uses the "Military Shift" in its football games?
6. What represented the East and the West in the Intersectional games last year?
7. Can you name five men on the All-American football team of 1930?
8. Who are the "Big Three" in football?

Skyline Shots For "Skyline"

WHEN exploiting Fox's "Skyline" an idea is to have local photographers take snapshots of your skyline, with the best photo or best two winning a suitable award.

The awards might very well be kodak cameras, supplied by your local camera shop, which also gets a break on the publicity. Its windows could be appropriately dressed with pictures of New York's famous skyline, with the prize cameras in the center, together with a card pertaining to the contest and your showing. You could also allot a part of your lobby to the same type display as well as flash the contest on your screen. The contestants might be asked to send in extra prints for a lobby blow-up.

Homeliest Dog Contest a Wow

OF course, there is a dog in First National's "Penrod and Sam". Offer a prize to the boy who owns the homeliest "good-looking dog" in your city. No dog is barred, be he big or little, thoroughbred or just plain dog. Appoint a time to have the dogs judged at your theatre. Get some public official to help in the judging. When the crowd with all the boys holding on to their dogs has assembled under your marquee have a photo taken of it. One crowd collects another.

24-Hour Service for "24 Hours"

IN selling Paramount's "24 Hours" remember that every community has a taxi company, a restaurant, a garage or service station, a valeteria, a druggist, an ambulance branch, or other establishment proud of the fact that it gives heed to calls, "24 hours out of every day".

Likely you'll find any of them amenable to circulating an advance salvo for your show, if you print your message on one side of a little business card, the other side of which carries a plug for the co-operating firm.

Connection: "24 Hours, at the Rivoli, is perfect drama; while Mobeel's give perfect service to stranded autoists, 24 Hours out of every 24."

Snake Stunt for "Snakes Alive"

ONE of the suggested exploitation stunts for the first of the Booth Tarkington Vitaphone shorts series will cause many adults who see it to smile in recollection of their kid days. The opening number of this series is entitled "Snakes Alive!" Quite naturally the exploitation stunt deals with snakes, or at least, with the average small boy's ideas regarding them. The stunt was really suggested by Penrod in the picture.

Invisible Goldfish

IN advance of the showing of the four Marx Brothers' "Monkey Business" at the Stanley Theatre, Pittsburgh, John H. Harris, zone manager, had one of the "nuttiest" lobby attractions in capitvity. It was a large fish bowl with this sign: "In visible Goldfish, favorite pets of the 4 Marx Bros."

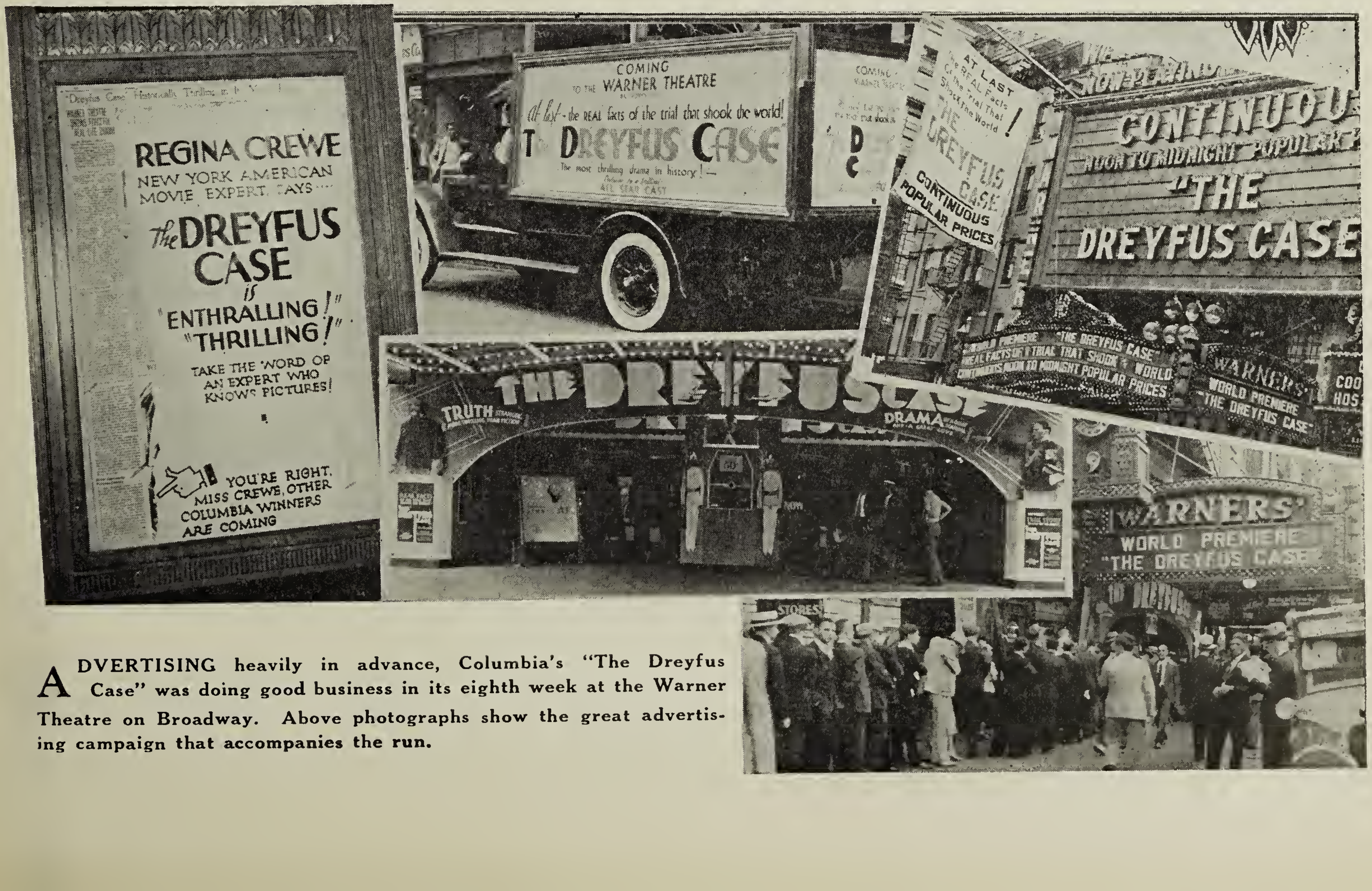
Of course there were no fish in the pond; but at regular intervals attendants would approach the bowl, point out the "invisible" fish and then "feed" 'em. One skeptical woman was seen to roll up her sleeve and put her hand in the water to feel for the little "pets."

This stunt, at a very small cost, was one of the most laughable gags of the season.

Clipper Ship Model Contest

COLUMBIA'S "Shanghaied Love" is a story of clipper ship days. An excellent exploitation stunt is a ship model contest. Rewards should be offered for the best models of an old sailing ship such as is used in the picture. In order to tell just what the boat is like the boys will have to attend your showing. Have each boy register as competing when he sees the show and give him an entrant's ticket.

TREMENDOUS CAMPAIGN ON "THE DREYFUS CASE"


REGINA CREWE
NEW YORK AMERICAN MOVIE EXPERT SAYS
The DREYFUS CASE is "ENTHRALLING!" "THRILLING!"
TAKE THE WORD OF AN EXPERT WHO KNOWS PICTURES!
YOU'RE RIGHT, MISS CREWE, OTHER COLUMBIA WINNERS ARE COMING
COMING TO THE WARNER THEATRE
At last - the REAL facts of the trial that shook the world!
THE DREYFUS CASE
The most thrilling drama in history!
ALL STAR CAST
AT LAST THE REAL FACTS OF THE TRIAL THAT SHOOK THE WORLD!
THE DREYFUS CASE
CONTINUOUS POPULAR PRICES
CONTINUOUS
NOON TO MIDNIGHT POPULAR PRICES
"THE DREYFUS CASE"
THE DREYFUS CASE
TRUTH
DRAMA
WARNERS' WORLD PREMIERE "THE DREYFUS CASE"

ADVERTISING heavily in advance, Columbia's "The Dreyfus Case" was doing good business in its eighth week at the Warner Theatre on Broadway. Above photographs show the great advertising campaign that accompanies the run.

Lesser to Produce on Royalty Basis

The outline of an ambitious plan to produce motion pictures under the royalty system long in vogue in theatrical production has been announced by Sol Lesser, for many years prominently identified with the motion picture industry in the production, distribution and exhibition fields.

At the same time Lesser announced his resignation from the post which he has held for the last six months with Universal as assistant to its president and vice-president respectively, Carl Laemmle, Sr., and his son, Carl Laemmle, Jr.

Lesser has organized and is incorporating under the laws of Delaware a new producing and distributing company to be known as The Motion Picture Guild of America, Inc. Lesser is president; Nathan Burkan, who drew up the incorporation charted, is acting as attorney for the new concern.

A change in the manner of compensating authors and directors, as applied to motion picture production, will be made. The immediate result to be effected will be the participation of authors in the profits accruing from pictures made from the stories which they have written; and a concomitant freeing the producer from the necessity of tying up huge sums of money in the complete payment in advance for stories which may or may not be produced, and in salaries to expensive staffs of writers engaged in the preparation of stories and scripts.

Lesser, explaining his plan, said: "In the first place, we are fully financed, and are not looking for further capital. It is one of the advantages of the new method which I intend to follow that the capital investment of the producer is not tied up over long periods to anything like the same extent that it is under the method the studios are now following.

"The details are too long to permit our going into them fully, but I may state that our plan generally embraces the following features:

"First: The advance payment outright to the author of an adequate sum of money as an option on a story under favorable consideration.

"Second: The full participation of the author in the preparation and actual filming of his story. This will be done under an agreement whereby a stated sum for transportation and living expenses will be paid the author during the production period.

"Third: The participation of the author in the products of production. This will be under a sliding scale based on the gross receipts of the picture's sale or rental."

RULES ON LEASE

Supreme Court Clarifies a Lease Point

Brooklyn—Denying petition of Rosen Bros. to allow to take possession of the Grand Theatre, Judge Dodd of the Supreme Court, Kings County, ruled that a lease for a theatre which becomes operative at the immediate expiration of the old lease, although it is a separate contract, is nevertheless an extention of the old lease.

Judge Dodd also granted a counter-claim to Chesnius, owner of the house, giving him damages for destructive treatment of his theatre.

Levee Heads Academy

Hollywood—M. C. Levee is the new president of the Academy of M. P. Arts and Sciences. Conrad Nagel was elected vice-president. Other officials named are: Fred Niblo, secretary; Frank Lloyd, treasurer; Frank Capra, Max Ree, Benjamin Glazer, Levee and Nagel, board of directors; Clinton Wunder, executive vice-president, and Lester Cowan, executive secretary.

McConnell to Produce

Hollywood—Production and distribution of serials in partnership with an unnamed West Coast producer is planned by Fred McConnell, who recently resigned as short subject sales manager of Universal. McConnell has specialized in sale of serials, at one time being in charge of serial production for the Laemmle organization.

Menjou Cast

Hollywood—Columbia has signed Adolphe Menjou for an important role in Barbara Stanwyck's "Forbidden." It will be directed by Frank Capra.

Hughes Cast

Hollywood—Lloyd Hughes has been signed for the featured juvenile role in Columbia's "Unwanted," adapted from the legitimate drama by the same title. Louis King is directing.

Block Asso. Producer

Hollywood — Ralph Block has been named an associate producer at the Columbia studios.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Displav Rates on Request.

EQUIPMENT OR SALE

GIANT RACON speaker with rectifier; good as new; make offer. Liberty Theatre, Malden, Mo. 10-27

WE OFFER subject to prior sale the following: 10 Samon Constant Impedance Faders with dummy, list at $225 each, special $25 each; 25 Wright DeCoster No. 107 Dynamic Speakers, list at $72.50, special at $22.50 each. Many other sound equipment bargains. Above prices cash with order. Northern Theatre Supply Company, 19 Glenwood Ave., Minneapolis, Minn. 11-3

BARGAINS in new and used equipment. Simplex, Powers and Motiograph machines — Reflector Arcs, Rectifiers, Sound Screens. Get our prices before you buy. Queen Feature Service, Inc., Birmingham, Ala. eow

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

Bushell Signed

Burbank — Anthony Bushell, at present to be seen on the screen of the Winter Garden in First National's picturization of "Five Star Final," has just been signed to a new long term contract by executives of that producing company, according to latest word from Hollywood. On the strength of his performance in the newspaper film, as well as in certain other recent pictures, Bushell will be a regularly featured player in both Warner Bros. and First National productions, with the prospect of star rating to follow. Other of his most recent appearances have been in support of Douglas Fairbanks, Jr., in "Chances" for First National and with Dolores Costello in "Expensive Women" for Warner Bros. The last-named film has not yet been released.

EQUIPMENT FOR SALE—Con'td

5,000 BRAND NEW spring opera chairs at the greatest savings in prices ever offered. Fully 50 per cent below present prevailing prices while they last. A great opportunity. C. G. Demel, 845 South State St., Chicago. c11-17(4)

SPECIAL FALL BARGAIN—Six rebuilt Simplex projectors less lamphouses. Only while they last $225 each. Monarch Theatre Supply Co., 154 East Calhoun, Memphis, Tenn. tf

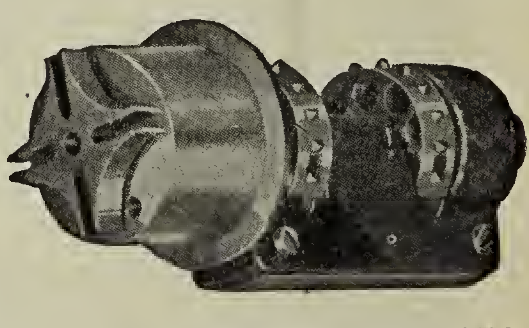
THEATRES FOR SALE

ONE OF THE BEST paying theatres in western North Carolina; will stand investigation. Get in touch at once with T. K. Bowles, Commercial Business Exchange, Greensboro, N. C. 10-27

BEAUTIFUL little theatre; prosperous town 2,000. Great chance for live showman with small capital. $5,000 cash will handle. Ideal Theatre, Fremont, Mich. 11-3

THEATRE—Town 5,000; extraordinary bargain for quick disposal. B-384, Associated Publications. 11-10

FOR LEASE — In Norwich, Conn., theatre, six hundred seats capacity. Reasonable rent, length of terms to suit lessee. J. A. Cunningham, Thayer Building, Norwich, Conn. 10-27



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

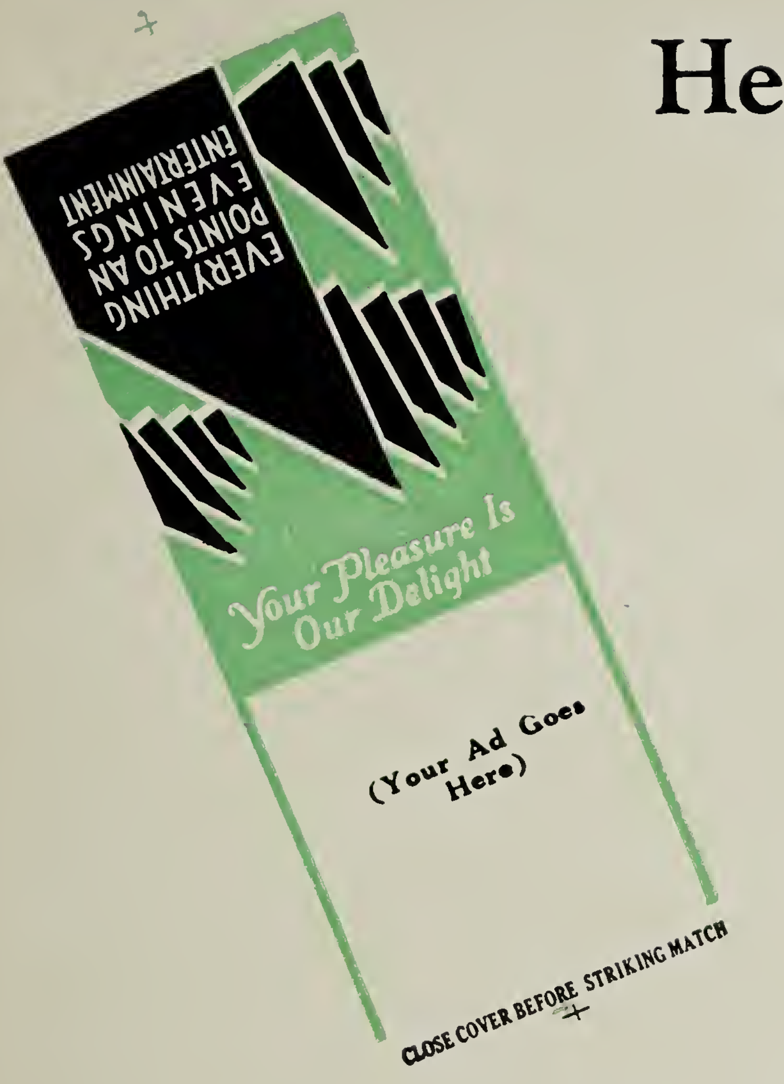
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Here is Genuine Good Will and Business Producing Publicity

an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00	Per Thousand
5,000 Books	3.80	Per Thousand
10,000 Books	3.75	Per Thousand
25,000 Books	3.50	Per Thousand
50,000 or over	3.25	Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ________________________________

Theatre ______________________________

Town______________ State_____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.
(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

HARMONY

(Through Understanding)

is the Keynote to PROGRESS and PROSPERITY for ALL in this industry.

THAT'S OUR AIM!

Associated Publications, Inc.

FOX WEST COAST THEATRES
LOS ANGELES, CALIF.

October 16, 1931.

Mr. Ben Shlyen, Editor-in-Chief,
Associated Publications, Inc.,
4704 East 9th Street,
Kansas City, Missouri.

My dear Mr. Shlyen:

I just finished reading the Publisher's Page in the October 13th issue of The Reel Journal, titled "A Plea For Harmony." Your page was timely, true, and covers a serious question and problem of theatre owners and managers today.

Mr. Shlyen, you have given facts that should open the eyes and minds of all and today of all times, harmony-cooperation and understanding of the theatre man's problem should be the combined thought of all employers, union and house staff.

To understand and not profess ignorance (correctly used in this instance of ig-norance) of the fact that two men are not required in the booths should be the attitude of the operators. The problem is theirs as much as the theatre man's, his progress and success is the operator's.

Again I say to you, your page was splendid! More articles of this kind will bring results and let the light penetrate where darkness now curbs progress.

Very truly yours,

FOX WEST COAST THEATRES
(Signed) *W. H. Lollier*
Home Office Representative.

WHL:M.

NOV. 3, 1931
VOLUME XII NUMBER 24

MOVIE AGE

NORTHWEST PREPARES TO LAUNCH M. P. WEEK CAMPAIGN

"HARDER WORK, BETTER SHOWMANSHIP NEEDED"—MORGAN AMES

SHUBERT THEATRE - STAGE HANDS CONTROVERSY SETTLED

NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
IOWA
WISCONSIN

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

THE OLD FIGHTIN' COCK BRINGS ACTION TO THE B. O.!!

TOM KEENE

WHIRLWIND WESTERNS FOR THE KIDS AND THE GROWN-UPS!

HI YI YIPPI
HI YI YAY

Cowboy Songs
by the Cowboys

FREIGHTERS OF DESTINY

with
BARBARA KENT
Directed by
FRED ALLEN

Coming
SUICIDE FLEET
WILL TORPEDO ALL
YOUR PAST RECORDS!

RKO PATHÉ

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Launch Relief Campaign

Northwest Section Prepares for Concerted Action During Motion Picture Week.

With the greatest display of spirit and enthusiasm in local amusement annals, Northwest motion picture interests have launched their campaign to make Motion Picture Week benefit performances for the relief of the unemployed a huge success.

It will be the biggest and most comprehensive campaign ever attempted by the film industry in this section and everybody is bending their shoulders to the wheel in a manner which should bring gratifying results in the form of a large sum to be turned over to agencies devoted to unemployment relief measures.

The complete program finally adopted by the Northwest committee headed by W. A. Steffes, business manager of Allied States, calls for midnight performances in all Twin City loop theatres, matinees to to 6 p. m. in Twin City suburban houses and other special benefit performances in every town in the territory on Friday, November 20.

In the Twin Cities tickets for the benefit performance will be sold by the police and firemen who will solicit the entire two cities. Schools will sell tickets to pupils at 10c for the suburban matinees and it is expected that all classes will be dismissed for the afternoon.

Salesmen Organize

At a meeting at the Hotel Radisson Sunday, Minneapolis film exchange salesmen organized corps to help line up North and South Dakota. Steffes is in Duluth helping to organize the film interests there. In a number of towns where the only movie house has been dark on account of poor business, it is planned to reopen the theatres for this one day. Distributors will donate the films.

In addition to police and fire

(Continued on page 5)

Shubert And Stage Hands Settle

Union Agrees to Reduction of Crew; Bainbridge Dramatic Stock to Continue Operation.

Finally seeing the light, the stage hands' union in Minneapolis has come to terms with A. G. Bainbridge's announced intention the Shubert Theatre dramatic stock company, acceding to his request for relief to the extent of reducing crew requirements from 10 to 8 men. This will obviate the necessity for carrying out Bainbridge's announced intention either to close his theatre or go open shop.

The scale at the Shubert remains at $63. Bainbridge sought no reduction in this direction.

(Continued on page 8)

Theatre Benefits

TIE-UPS LIMITED

Gifts to be Confined to Useful Articles

Because of present times and conditions, the Publix Northwest theatres will limit gift tie-ups during the winter with local merchants to useful articles and necessities of life, it has been decided upon by Eddie Ruben, divisional manager. Automobiles, diamond rings, radios and the like will be out. In their place will be potatoes and other foodstuffs, articles of wearing apparel and fuel.

Efforts will be made by the theatres in the various towns to have merchants place the articles where they will do the most good. Theatres will assist in the distribution and will boost those who donate on their screens and in the lobbies, the same as heretofore.

Every house manager has been instructed to do his utmost in obtaining as much in the way of free merchandising for the needy poor of the community.

The campaign of obtaining necessities for the needy through the gift tie-up plan will be called the "Mother Hubbard" drive. The idea is that when Mother Hubbard goes to the cupboard this time she will find it stocked with the things she needs. Don Chambers, head of the Publix out-of-town exploitation department, heads the campaign.

RKO Ties Up With Many Agencies to Help Sale of Tickets; Idea Clicking.

With the business outlook for the coming winter considered none too bright, the RKO Orpheum, Minneapolis, is going in for benefit performances on a large scale. A number of such benefits already has been arranged. Tie-ups are made with various organizations which receive a specified percentage of the proceeds from all Orpheum tickets sold by their members.

(Continued on page 5)

Wauwatosa Unit Open

Wauwatosa, Wis. — The Tosa Theatre has been opened here under the direction of R. J. Baldwin. It is the city's first theatre and has a seating capacity of approximately 500.

The Industry Responds

By M. E. CUFFEL, Editor

IT is gratifying to find that the Northwest film industry is getting behind the national unemployment relief drive 100 per cent and that the response to the national appeal has been so enthusiastic. The committees' thoroughness is sure to break down any sales resistance on the public's part and spell success for the campaign.

As is pointed out by Theodore Hays, himself one of the hardest and most enthusiastic workers, the spirit shown by the Northwest motion picture industry at this time cannot but help create good will for it. And this good will is certain to stand it in good stead during trying times which might be ahead.

Under any circumstances, of course, a sense of duty would prompt exhibitors and distributors to do everything possible to aid the needy at such a period. Mr. Hays stresses the fact that one could not ignore the appeal for help and retain a clear conscience and that the biggest thing that individuals of the industry will get out of this will be the satisfaction and joy which always are derived from good deeds.

(Continued on page 4)

Minneapolis Bows to F. N's. "Five Star Final"

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Oct. 30)—"Five Star Final" was easily the week's outstanding picture and it did good business at the RKO Orpheum. Other good pictures, however, included "Street Scene," "Guilty Hands" and "New Adventures of Get-Rich-Quick Wallingford." The first and last named drew especially satisfactory patronage. Alice White in person, rather than the picture, "The Road to Singapore," was the card at the Minnesota which also did a very fair business.

Aster — **The Bargain** (F. N.), Lewis Stone, Doris Stone. **Business:** 75 per cent. **Summary:** A pleasant and wholesome little domestic comedy about a business man and his son who wish to give up their business careers for different reasons. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound news, comedy and screen vaudeville.

Lyric—**New Adventures of Get-Rich-Quick Wallingford** (M-G-M), William Haines and Leila Hyams. **Business:** 125 per cent. **Summary:** Unbelievable but amusing comedy crammed full of laughs and thrills; Haines fine as the swindler reformed by love. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news, cartoon comedy, Tiffany football series.

Minnesota—**Road to Singapore** (Warner Bros.), William Powell and Doris Kenyon. **Business:** 100 per cent. **Summary:** The familiar story of the neglected love-starved wife who turns to another man; many implausibilities and not family fare because of extreme sexiness, but well done. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show, Alice White in person, fashion reel and sound news.

R K O-Orpheum — **Five Star Final** (First National), Edw. G. Robinson, Marion Marsh, H. B. Warner. **Business:** 125 per cent. **Summary:** A thrilling and highly interesting indictment of the yellow tabloid press, revealing how one of the smut sheets, through its nefarious methods, brings tragedy into the lives of an erstwhile happy family. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville; Silly Symphony, Pathe News.

RKO Seventh Street—**The Gay Diplomat** (RKO), Genevieve Tobin and Ivan Lebedoff. **Business:** 50 per cent. **Summary:** Slow-moving and hackneyed drama of an army officer's efforts to uncover a woman spy. **Entertainment Merits:** 65 per cent. **Short Subjects:** Sound News, Comedy, screen vaudeville.

State—**Guilty Hands** (M-G-M), Lionel Barrymore and Kay Francis. **Business:** 75 per cent. **Summary:** Fine acting by Barrymore as an attorney who strives at any cost to save his daughter from marriage to a reprobate; gripping, though not always pleasant, drama revolving about the solution of a murder mystery. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news; Comedy; Football thrills; Newscasting.

U. A. Pantages—**Street Scene** (U. A.), Sylvia Sidney, William Collier, Jr., Estelle Taylor. **Business:** 100 per cent. **Summary:** A cross-section of New York tenement life; realism at its apex; romance, comedy, tragedy all in one. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound News; Comedy, screen vaudeville.

MILWAUKEE

(Week ending Oct. 22)

Alhambra—**The Spirit of Notre Dame** (Universal), Lew Ayres and Sally Blane. **Business:** 110 per cent (ended the second and final week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel, comedy.

Garden — **The Dreyfus Case** (Columbia), Cedric Hardwicke. **Business:** 100 per cent. **Summary:** A vivid picture which is entertaining despite somewhat poor photography. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy and newsreel.

Palace—**Bad Girl** (Fox), James Dunn, Sally Eilers. **Business:** 120 per cent. **Summary:** A human story concerning a modern girl and her love affairs. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox News; comedy.

Riverside—**A Dangerous Affair** (Columbia), Jack Holt, Ralph Graves, Sally Blane. **Business:** 100 per cent. **Summary:** A new kind of story for the heroes of "Dirigible" of a mysterious nature. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand—**The Sipder** (Fox), Edmund Lowe, Lois Moran. **Business:** 105 per cent. **Summary:** A mystery story revolving about the murder of a member of a theatre audience. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox News and comedy.

Warner—**Honor of the Family** (First National), Bebe Daniels, Warren William. **Business:** 100 per cent. **Summary:** A romantic offering presenting a new screen lover. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy and newsreel.

Wisconsin—**My Sin** (Param'nt), Frederic March, Tallulah Bankhead. **Business:** 115 per cent. **Summary:** Story concerning two individuals who found themselves through their love for each other. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox News.

The Industry Responds

(Continued from page 3)

It so happens, however, that, in performing good deeds for others, the movie industry here and elsewhere may be doing itself considerable good, although selfish motives are far removed from the minds of those who wish to aid the needy. When political demagogues begin to agitate for taxes aimed at the motion picture industry as they are certain to do, the public good will now being generated is sure to be a potent influence against measures which would cripple or ruin a force that occupies such an important place in our scheme of life.

HEADQUARTERS FOR
— DIGNIFIED —
COMFORT-CONVENIENCE-SERVICE
WHEN IN CHICAGO

DAILY RATES $2.00 UP

Special Weekly and Monthly Rates for Permanent Guests.

A MEAL AT THE AUDITORIUM IS LIKE A MEAL AT HOME.

AUDITORIUM HOTEL
MICHIGAN AVE. AT CONGRESS
CHICAGO

FACING LAKE MICHIGAN—
CHICAGO AT YOUR FEET

A Localized "Movie Memory" Idea Hit

In connection with its own prepared "Movie Memories" reel and its presentation as part of a University of Minnesota homecoming week celebration program at the Minnesota Theatre, Minneapolis, the house had a great tie-up with the Minneapolis Star and Minnesota Daily, the latter the college publication. The film, which ran for 15 minutes and consisted of clips of old pictures depicting Minnesota campus activities and shots from football battles in which the Gophers have participated during the period from the institution's inception up to the present time, was a corking idea. It afforded real entertainment and proved a considerable drawing card.

The Minnesota publicity staff spent seven weeks in preparing the film. Miles and miles of film were gone over to get the clips desired and old pictures were dug up from every conceivable source. The finished product, running 15 minutes, was cut down from 5,500 feet of film.

Earlier day activities and football pictures, of course, were only available in still form. The makers of the film, however, created the illusion of movies even in these instances by swinging the camera when re-taking the pictures. The Chesterfield movie memories series was used as a model. Cliff Gill prepared the dialogue which boasted considerable humor. The dialogue was spoken through the threatre's loud speaker system while the film was being run off by Al Shean, leading announcer of WCCO radio station, and the same effect was achieved as though the picture had been made in sound.

The tie-up with the newspapers had them as co-sponsors of the picture and they boosted it in their columns. It was pushed in every way with promotional advertising and publicity. Following its Minneapolis showing it will be run in Publix suburban houses and then will be turned over to the University for use in promoting the school.

Allied 'Fab Up to Exhibs.

Washington—Another national Allied convention similar to the one held in Chicago last February depends on the wishes of the membership. Allied leaders are obtaining expressions from independent exhibitors on the matter, believing that such meetings should not be held except by popular demand.

"GIVE HIM A HAND"
MOTION PICTURE WEEK
NOVEMBER 18-25

Orpheum Benefits

(Continued from page 3)

One of the best benefit tie-ups in Minneapolis theatrical history was made by Dick Gilbert, exploitation head, for this week when "The Spirit of Notre Dame" holds forth at the Orpheum. Gilbert arranged with the heads of the University of Minnesota for a portion of the receipts to be turned over to the depleted student loan fund used to help needy students through school.

Unanimous endorsement of the plan was voted by the men and women fraternity councils at the University, and fraternity members engaged in the sale of tickets. The football picture is one that holds an especial appeal for students and young people and this fact helped the salesmen and saleswomen in their selling campaign. A portion of the admission price of each ticket sold by the fraternity and sorority members is being set aside for the student loan fund.

The Bainbridge dramatic stock company at the Shubert Theatre, Minneapolis, has been employing the benefit performance idea for years. Monday and Tuesday nights of each week, the poorest from the business standpoint, are turned over to organizations which take charge of ticket sales. The organizations are not compelled to guarantee the theatre any specified amount, but receive all the receipts above a certain amount. If the receipts do not reach the required amount the organizations receive nothing, but they are only out the time spent in selling tickets. Tickets sold at the box-office count for them the same as tickets which they themselves sell.

Tribute to Edison

Milwaukee — Tributes to the memory of Thomas A. Edison were conducted on the morning of Oct. 25 at the Alhambra Theatre here. The ceremony was open to the public and were under the auspices of the M. P. T. O. of Wisconsin. Speakers included Mayor Daniel Hoan, S. B. Way, president of the Electric Co., Rabbi Samuel Hirshberg and Ben Koenig, secretary of the Film Board of Trade. George Fischer, chairman of the Milwaukee affairs committee of the M. P. T. O. of Wisconsin, was in charge of arrangements for the affair. Fred S. Meyer is managing director of the Alhambra as well as president of the M. P. T. O. of Wisconsin.

Relief Plans

(Continued from page 3)

departments, ticket-selling agencies to be utilized in the Twin Cities include women's clubs and all civic, commercial and religious organizations. Newspapers have pledged their cooperation and will donate the necessary advertising and publicity space. It is planned also to have the performances boosted from all church pulpits.

Enthusiastic Support

Asking the support and assistance of everybody identified in any capacity with the movie industry, Theodore Hays of Publix points out that everybody connected with the campaign not only will derive the personal satisfaction of doing one's bit in a good cause and the happiness that comes from helping less fortunate men and women, but will assist in generating good will for the industry and may aid in staving off obnoxious admission taxes. In many cities, he pointed out, municipalities are imposing taxes upon the showhouses to raise funds for the unemployed.

The publicity and exploitation division of the industry will be represented on the Northwest committee by Martin Kelly of Publix who was elected to the post at a meeting of members of the theatre publicity staffs and of film trade paper representatives. Dick Gilbert of RKO was chosen vice-chairman.

The local campaign is part of the national movement suggested by Will Hays.

PUBLIX SCREEN ADS

Loop House Seeks to Augment Revenues

Publix is putting screen advertising into a second first-run Minneapolis loop house, the Lyric, in order to augment revenues. The ads are movies made in Minneapolis and are accompanied by a sound recital regarding the product or company advertised. They run only a very few minutes, their brevity being their principal virtue. The Lyric is a 1,300-seater and charges 35c admission after 6 p. m. It has been having an exceptionally good run of pictures lately.

The Aster is the other Publix loop first-run house using screen advertising matter. It is a 900-seater with a 25c admission scale. The Grand, its 1,100-seat second-run theatre, also utilizes advertising reels.

At the Minneapolis RKO Orpheum one of the drops used during every show carries local ads on it.

Discipline Via RCA

Believing that entertainment is an essential part of discipline in institutions where various forms of punishment for infractions are prescribed, the Department of War contracted for the installation of RCA Photophone sound reproducing equipment at the disciplinary barracks maintained by the Department of the East at Governor's Island.

Harder Work, Better Showmanship, Needed

The coming winter will require harder work and better showmanship on theatre managers' part than ever before, but with the proper amount of intelligent effort, given strong screen product, the months ahead need to hold no especial fear for the amusement interest and most showhouses can be operated profitably.

This was the consensus of opinion expressed by RKO theatre managers of the Northwest district under Morgan Ames at a meeting held in Minneapolis last week.

Ames stressed the necessity of going after business harder than ever before. He declared emphatically that plenty of profitable business is available in all spots if you have what the public really wants and you use effective salesmanship.

A portion of the session was devoted to an exchange of ideas and to a discussion of product. It was agreed that such pictures as "Devotion," "Five Star Final" and "The Spirit of Notre Dame" are sure-fire box-office everywhere and, properly handled, are certain to do profitable business.

The group attended a performance at a leading opposition's house, the Publix Minnesota, on Wednesday night to learn first-handed the manner in which successful competitors are providing entertainment for patrons.

Management Changed

Sheboygan, Wis.—Paul Fox has taken over the management of the Grand Theatre here. The theatre has been redecorated and new sound equipment installed.

New Corporation

Milwaukee—Articles of incorporation have been filed here by the Elite Amusement Corp. Signers of the articles are Harold Shapiro, Sol J. Kohn and Norma L. Kohn.

THE PUBLISHER'S PAGE

History Repeats Itself

THE big chains are casting off some of their links; management is being decentralized and localized with partnerships being made with former owners or others and operation is made a more individual affair. As has been previously cited many houses are being sold outright to individual owners, thus increasing individualized thinking and making for a general improvement of the industry as a whole.

WHEN producers first began to acquire theatres in the large metropolitan centers as "show windows" for their product, whereby they could, through judicious use of large newspaper space and other advertising media, create a territory-wide public interest in the pictures their theatres were showing, thus benefiting suburban and nearby small town theatres, which were later to show these pictures, their move was a wise one. But when they commenced to acquire large numbers of theatres and getting into the smaller towns with smaller theatres, the bite was just a little bit too large. When sound was a novelty and anything that made a noise or talked went, it mattered little, perhaps, who was manager of the house. But, with that novelty worn off and with originality and ingenuity—unharrassed by remote direction—necessary to pull dollars into the box-office, individual ownership and management of theatres is the only answer to fallen grosses.

IN production and distribution, too, a change is taking place. Not many years back production and distribution were in the hands of a few companies. They had virtually everything within their control and wielded a big stick and had a power that looked impregnable. But they were brought down with their own weight. There can never be a monopoly on brains; individualism, though temporarily stifled, sooner or later makes a strong comeback. Just as the breaking up of the film trust of several years ago brought into this industry new creative ability so will the reduction of large producing units bring about more independent production and with it new ideas and improved qualities that will result in benefit to the whole industry. The outlook for the independent, exhibitor and producer, was never brighter. Originality and box-office ideas are at a premium. Individuality, personality, unleashed thinking, count again. And it's all for the best for this business.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4701 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office: 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill., MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; New ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

More Paramount Finances

Three Financial Names Added to Board of Directors; Zukor Is Not Planning to Retire.

New York—Three eminent financial names have been added to Paramount's board of directors at the invitation of Adolph Zukor, president.

They are John Hertz, Yellow Cab Co. of Chicago and of the Yellow Truck & Coach Corp., and a director of the First National Bank of Chicago, chairman of the finance committee succeeding William H. English, who is made chairman of the board of directors; Albert D. Lasker, formerly chairman of the U. S. Shipping Board and now chairman of Lord, Thomas & Logan, advertising organization, and William Wrigley, Jr., chairman of the Wrigley Chewing Gum Co.

This is understood to provide additional financial resources of gigantic proportions for Paramount. Zukor gave no intimation of intent to retire from active management.

SELZNICK TO RADIO-PATHE

Appointed to Head Production Activities of Combined Companies, Brown Announces.

New York—Merger of the RKO Radio Pictures and RKO Pathe studio facilities, with David O. Selznick as head of the RKO production activities, has been completed, according to announcement by Hiram S. Brown, chairman of the board of both companies.

Selznick becomes executive vice-president of Radio Pictures, in personal charge of all product, and vice-president of Pathe, coordinating the production activities of both companies. The status of Charles R. Rogers, vice-president in charge of production for Pathe, is unchanged. William LeBarron, Radio vice-president who had previously requested that he be given supervision over a limited number of pictures, will be assigned the production of several specials.

The new arrangement becomes effective immediately.

RELIEF PRESS BOOK

Ready Soon; Universal Will Distribute

New York—The Press Book for exhibitors outlining in detail the program and purpose of National Motion Picture Week, November 18-25, and containing instructions for the thousands of benefit shows that will be given throughout the country at that time to aid the unemployed was sent to the printers Sunday, and it is expected that it will be available for distribution early next week.

Universal Film Corporation has assumed the responsibility for distributing the Press Book and ad-mats as part of its donation to the industry's effort. Locally, Motion Picture Chairmen can communicate with their District Chairmen in the exchange centers who will arrange for movement of the Press Book and ad-mats from the Universal Exchanges to the local committee chairmen.

It is pointed out that the whole success of National Motion Picture Week depends upon wide and intensive organization and that the Press Book has in it all the instructions and suggestions necessary to point the exhibitor toward a completely successful benefit show.

Columbia Unit Plan

With Four Associate Producers, to Go Into Effect Immediately; Cohn Holds Reins.

Los Angeles—Columbia is placing a four unit system of production into effect immediately, with Sam Briskin, Jack Bachman, Ralph Block and J. K. McGuiness as the four associate producers. Under the new plan, Harry Cohn, vice-president in charge of production, will confer with each producer on story selection, adaptation; also choice of director, cast and budget.

Individual producers will follow their productions through and, after completion and cutting, will submit finished product to Cohn for final consultation.

The new system, designed to assure the company's product of the maximum entertainment value, box-office draw and individuality, is said to combine greater freedom of action, singleness of purpose and concentration characterizing unit systems with the financial resources, definite distribution and efficient organization of a studio of Columbia's magnitude.

PLAN RENTAL DRIVE

Barrist Urges Exhibitors to Unite

Philadelphia—Reduction of negative costs by reduction of stars' salaries, elimination of "inflated production costs, and other alleged extravagances of Hollywood as a means to cut film rentals, is sought by the M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware.

Led by David Barrist, new chairman of the board of managers, the unit that launched the recent New York protest meeting hopes to unite exhibitors of the nation in a militant drive to secure lower rentals. Barrist hopes to find exhibitors everywhere under the campaign colors.

A meeting was held last week at which times demands were drafted.

Prior to the opening of the recent protest meeting, the local unit called upon Hollywood to eliminate "inflated production costs."

HI-LITES
IN THE WEEK'S NEWS

New York — Andy Smith succeeds Claude Ezell, resigned, as eastern and Canadian sales manager, Ed L. Alperson, Warner general sales manager, has announced. Gradwell Sears remains as western and southern sales manager.

* * *

Hollywood — Thirty-four of Fox's 48 features scheduled on the 1931-32 program will be completed or in work by November 7. If this schedule is maintained the Fox line-up will be completed and ready for release by February 1.

* * *

New York—Universal reports a net loss of $102,747 for the third quarter which ended August 1, as compared with a net profit of $225,784 in the preceding quarter and a net loss of $146,340 in the corresponding period of 1930. Total consolidated net profit for the first nine months of this year was $1,198,363.

* * *

Washington — Injection of the artistic qualities which the more discriminating theatregoers want into motion pictures of today, without sacrificing the elements of action and motion which the less imaginative require, is an easy matter, according to a recent statement by the Motion Picture Division of the Department of Commerce. Sound has made this mixture possible, the department stated.

NEW WARNER G. S. M.

Alperson Guides War-F. N. Sales Dept.

New York—Edward L. Alperson has been appointed Warner Bros.-First National general sales manager. The appointment, announced by Sam E. Morris, vice-president and general manager of distribution, is effective immediately.

Alperson formerly was assistant general manager of Warner theatres and took part in the establishment of the Warner circuit.

DUTIES INCREASED

Three More Departments Under Ennis' Care

New York — Bert Ennis, Columbia director of exploitation, has been given complete charge of the divisions embraced by publicity, sales promotion and the Columbia house organs, the Beacon and the Showman. The supervision of all trade paper and other advertising and press books will be handled by Al Selig.

Until a complete reorganization of the various departments mentioned has been effected, Ennis will also continue to direct the activities of the field crew of exploiteers now operating in the various district divisions.

LAEMMLE ASSISTANT

Mastroly Promoted From Export Department

New York—Carl Laemmle has appointed Frank Mastroly as his assistant. He embarked upon his duties last week. For four years Mastroly has been assistant export manager of Universal.

Jack Ross will continue as Mr. Laemmle's secretary.

"GIVE HIM A HAND"
MOTION PICTURE WEEK
NOVEMBER 18-25

ALONG FILM ROW

It didn't look like depression times at the University of Minnesota-Wisconsin football game in Minneapolis last week. More than 55,000 people paid $2.50 per ticket to witness the clash. Extra seats had to be erected and hundreds were turned away.

* * *

The Minneapolis prizefight club has established a new low general admission price of 30c for unimportant bouts.

* * *

For the record low price of $1, the leading night club of Minneapolis now offers an elaborate dinner and dancing to the tunes of a noted orchestra nightly.

* * *

C. L. Oswald of the Publix New York auditing department visited the Minneapolis Publix offices last week.

* * *

Kenneth Hammond, who has been Publix traveling auditor in the Minneapolis territory, is now assigned to the St. Louis territory.

* * *

Moved by the plea that he was the sole support of parents who would become destitute, Publix decided to refrain from prosecuting a rowdy patron who stole into the Grand Theatre, Minneapolis, and then slugged Harvey Kelly, assistant manager, and George Shepard, usher, when they sought to oust him and three companions.

* * *

John Allen McGough, exploitation manager for United Artists' Pantages, had some tie-ups for "Street Scene," last week's offering. Through a tie-up with Old Gold Cigarettes, all dealers throughout Minneapolis used strips on their windows advertising the picture. Cut-outs of messenger boys went into all Postal Telegraph offices, while one of the leading chain haberdashery concerns used process cards with photographs of Buster Collier.

* * *

A. C. Wilson, traveling auditor for Fox Film, in Middle West district, has been here for a week and now leaves for Winnepeg, Canada, returning to Omaha. While in the East he reports conditions on the mend all along the line.

* * *

J. Eph Rosen, at one time Minneapolis exchange manager for Universal and for FBO, has joined the sales staff of the Minneapolis Columbia exchange under Ben Marcus. Prints just received by Columbia include "The Men In Her Life" and "The Guilty Generation". Both are expected to be big box-office hits. Charles Bickford and Lois Moran are the stars of the former, while "The Guilty Generation" has Richard Cromwell, Constance Cummings and Leo Carillo.

* * *

ERPI in Minneapolis continues to find plenty of business in the territory. Recent Western Electric sound equipment installations have been in the Crescent Theatre, Shawano, Wisconsin; Crandon Theatre, Crandon, Wisconsin, and the Pearl Theatre, DePere, Wisconsin.

* * *

Western Electric equipment also will be installed in the new theatre at Thief River Falls, Minn., under the management of Anderson and Holte, and in the Gem Theatre, Shakopee, Minn.

* * *

O. E Maxwell, Minneapolis superintendent for ERPI, has just returned from an extended tour through North and South Dakota, contacting various exhibitors who have Western Electric equipment. The Minnesota office was visited last week by H. W. Dodge, central division operating manager, and D. H. Ruliffson, division sales manager.

* * *

While playing at the Minnesota Theatre, Minneapolis, last week, Alice White, Hollywood screen star, was the house guest of Captain and Mrs. Roscoe Fawcett of the Fawcett movie fans' publications.

* * *

Gene Hundredmark of the Publix art department has put together a cut-out of each individual member of the Minnesota Theatre orchestra, Minneapolis. The members are identified by name printed underneath cut-outs. The display is creating considerable attention in the theatre's shadowbox in the foyer.

* * *

James Dell, formerly with Publix, is doing the art work at present for United Artists Pantages Theatre, Minneapolis.

* * *

Lou Breese, popular orchestra director and master of ceremonies at the Minnesota Theatre, Minneapolis, is employing local talent to good advantage in his orchestral presentations and in the theatre's stage shows. Last week he had a trio of Minneapolis girl singers in the orchestral presentation and a juvenile dancer in the stage show.

* * *

Despite illness, George Dewey Washington, featured singer with the Fanchon & Marco unit show, "Black & White," worked at every performance at the Minnesota Theatre, Minneapolis, last week.

Labor Contract

(Continued from page 3)

It took a long, hard fight for the stock impresario to succeed in getting the stage hands to see the light. After dragging along for several months, since the expiration of the previous contract, August 31, matters at last reached a climax when Bainbridge gave the crew the customary two weeks' notice and announced his plan either to close the theatre or employ a non-union crew.

For the past several seasons the theatre has been operated without a profit and the depression this season has added to Bainbridge's difficulties and made the going harder. The union representatives finally were convinced that it devolved upon the Shubert crew to make some sacrifices to help Bainbridge to lighten his overhead and continue to operate. In St. Paul, the crew at the Shubert Theatre consented to a reduction from 10 to 7 men for the dramatic stock company.

Now that the union has fallen in line for the Shubert it is expected that the only remaining unsettled situation, that at the Minnesota Theatre, also will agree to the request of Publix which insists that, according to yellow card requirements, it is entitled to a smaller stage crew at its ace Northwest house.

ALICE WHITE BOOST

Cafe Patrons Sign Checks for Ticket Chances

Carlton Duffis of the Minnesota Theatre publicity department arranged a most effective tie-up with a Minneapolis restaurant chain to boost Alice White, film star, who appeared at the theatre in person last week.

At each of the 10 restaurants the Minnesota gave away four tickets during the week to see Miss White and the regular show. Cashiers at the restaurants called every patron's attention to the opportunity to win the tickets, requesting them to sign their names to the back of their checks so that they might be drawn by lot. This plugging, of course, didn't hurt Miss White or the Minnesota any.

In each of the restaurants, too, there were two one-sheet cards with pictures of Miss White and announcements of her presence at the Minnesota Theatre.

New RCA Job

RCA Photophone has installed one of the new all AC operated standard size units in the Lyric Theatre on West Forty-second street, New York City, which has been leased by Harry Brandt.

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

PRICE $7.50

Cinematograph Annual

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

675 Pages---Over 300 Diagrams and Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

SEND CASH WITH ORDER

Your Books Will Be Shipped Promptly, Postage Prepaid

Associated Publications 4704 East 9th St. Kansas City, Mo.

PROTECTION AND ZONING UNCHANGED; FEW CUTS MADE, CHECKUP SHOWS

Break Sought By Independents In Nation's Hot Spots: Reports of Cuts in Exclusive Protection Days Not Verified in Many Localities

Status in Majority Points Same As Last Year; Circuits Seek Increase.

Reports that leading circuits are making reductions in protection periods, either of their own volition or because of distributor pressure, have little or no foundation in fact, according to a checkup of representative territories by ASSOCIATED PUBLICATIONS.

Detailed reports indicate that in many territories the independents are holding the little end of the sack, insofar as protection is concerned. Reports from the separate territories are as follows:

No Change in Boston Territory

Boston—As far as can be ascertained there is no change in the local protection situation. The New England district has never adopted any plan of zoning and protection and all contracts are made with definite understanding as to protection and a gentleman's agreement is made on each picture.

Also the situation here is that Publix has control of nearly all suburban houses and a majority of the first runs so that whatever protection is given is for their own houses.

Protection Cut Myth In Northern Ohio

Cleveland — Report that leading circuits, either voluntarily or due to pressure from distributors, are making cuts in exclusive protection days, to the benefit of independents in northern Ohio, is not true.

Leading circuits in Cleveland have made no protection concessions. The Loew circuit gets 43 days' protection, and the RKO circuit gets 36 days' protection. There is no deviation from this policy. An effort, however, is being made by owners of subsequent run theatres to reduce the protection on outlying houses belonging to major circuits so that these circuit houses shall not get pictures ahead of independent houses in their zones.

A committee of Cleveland exhibitors met recently in New York with Col. E. A. Schiller, Gabriel Hess and Dave Palfreyman to discuss this matter. A tentative agreement was reached, but nothing definite or permanent has come out of that conference, as yet.

Cut-Back Custom Hurts Texas Indies

Dallas—While zoning and protection has not been a major problem generally throughout the southwestern region—that is to say that the big circuits are not making new demands for so many miles protection of one town over another—a kindred issue has bobbed up over which, it is believed, a serious clash will come at an early date between sympathetic independents and the circuits.

In the smaller towns operated by circuits, in which independents are also operating, it has become the tactics of the circuits to buy up a quantity of pictures—say 300—with a generous cut-back—enough to diminish the releases to the exact number of films required by the circuit for the year. This leaves the independent with about a third this number of films available, and his only salvation is to wait until the circuit releases the cut-backs before the independent can complete his buy for the year.

The independent, in cases where he can buy his yearly supply of pictures, is denied the cut-back privileges extended to the circuits.

This situation is becoming acute and in some localities is said to be sliding into legal stages.

It is true that in some of the good smaller Texas towns independent exhibitors are faring nicely by showing a fair line of first runs and filling in the rest of the time with second-runs, but in a good many other situations the independents are finding it hard sledding in their buying on account of the cut-back custom that is prevalent in the circuit buys. In the long run this situation usually leaves the exchange holding the sack with a pretty list of releases which do not find playing time at all, or are sold later to the independent at smaller rentals as the season advances.

No Letup in Zoning War

Milwaukee — Protection in the Milwaukee area has been a proposition during the past season of each exhibitor making just about his own terms. A zoning plan had been worked out and tried for the 1930-31 product, but there were a number of exhibitors dissatisfied with various workings of this plan, with the result that name was drawn up for the 1931-32 season.

The Allied Independent Theatre Owners have taken the zoning and protection problem to the state marketing commission maintaining that they have not been able to obtain pictures until several months after the first runs had finished with them. This commission is now carrying on an investigation in the matter and it is anticipated that a public hearing will be held at some future date.

St. Louis on Unchanged List

St. Louis—The protection situation in St. Louis is the same as last year. Generally first runs have tweney-eight days' protection over subsequent run houses and ninety days against 10-cent houses. No indication of a cut.

Chances Slim in Northern Area

Minneapolis—As far as we can learn, Publix in this territory is making no cuts in exclusive protection days due to pressure from the distributors.

Indies Hold Bag In New Orleans

New Orleans—No truth in report. Independents are not getting any better break than "organized." It appears the independents are getting the little end of the stick.

Ask More Protection in "Frisco" Area

San Francisco — While reports from other parts of the country state that leading circuits are making cuts in exclusive protection days, small circuit operators and individual owners in this territory report conditions unchanged.

On the contrary they contend that leading circuits are continually seeking longer protection periods, making it next to impossible for the small operator to carry on.

A discussion of the situation is pending amongst independent exhibitor organizations for the purpose of establishing an united front to seek ways and means of improving the present protection problem.

No Denver Letup Seems in Sight

Denver—There is no letup in Denver in protection, since there is no set rule. First run houses, however, are getting forty-five days the best of it and there are no indications that there will be any letup. Protection ranges from the forty-five days to one hundred and eighty over the ten cent houses.

ETHEL'S SON SIGNS

Paramount Picks Another Barrymore

Hollywood—Samuel Barrymore Colt, son of Ethel Barrymore and nephew of John and Lionel Barrymore, has launched a screen career. He has signed for a role in a picture at Paramount studios under the name of Sam Colt.

The 21-year-old scion of the family of actors and member of the third generation of Barrymores, was selected by Dorothy Arzner, only woman film director, for the part of a fast-living young New Yorker in "Working Girls," in support of Paul Lukas, Judith Wood, Charles "Buddy" Rogers, Dorothy Hall and Stuart Erwin.

Add Seven to Cast

Hollywood—Seven players have been added to the cast of "Ladies of the Big House," the film story of life in the women's quarters of a penitentiary which is to be produced at Paramount's Hollywood studios under direction of Marion Gering with Sylvia Sidney, Gene Raymond, Wynne Gibson, Earle Foxe and George Barbier in the leading roles. Added to the cast are: Fritzi Ridgeway, Roscoe Karns, Frank Sheridan, Purnell Pratt, Douglas Cosgrove, Robert Emmett O'Connor and Louise Beavers.

Finish Ziedman's First

Hollywood—The final scene of "Juvenile Court," Bennie F. Ziedman's first independent feature, has been completed. The cast includes Junior Durkin, Pat O'Brien, Bette Davis, Junior Coghlan, Emma Dunn, Charles Grapewin, Morgan Wallace, Hooper Atchley, Wallis Clark and James Marcus.

Billy Dooley's Next

Hollywood — Billy Dooley has made "Smart Work," an Educational-Cameo Comedy under direction of William Goodrich at the Educational studios.

TWENTIETH CENTURY
A WORLD TURNED

MAGIC OF MACHINE AGE AND INVINCIBLE HUMAN SPIRIT MERGED IN SMASH BOX-OFFICE ATTRACTION AT PRECISELY THE RIGHT TIME!

NEW COLOSSUS OF THE RADIO,

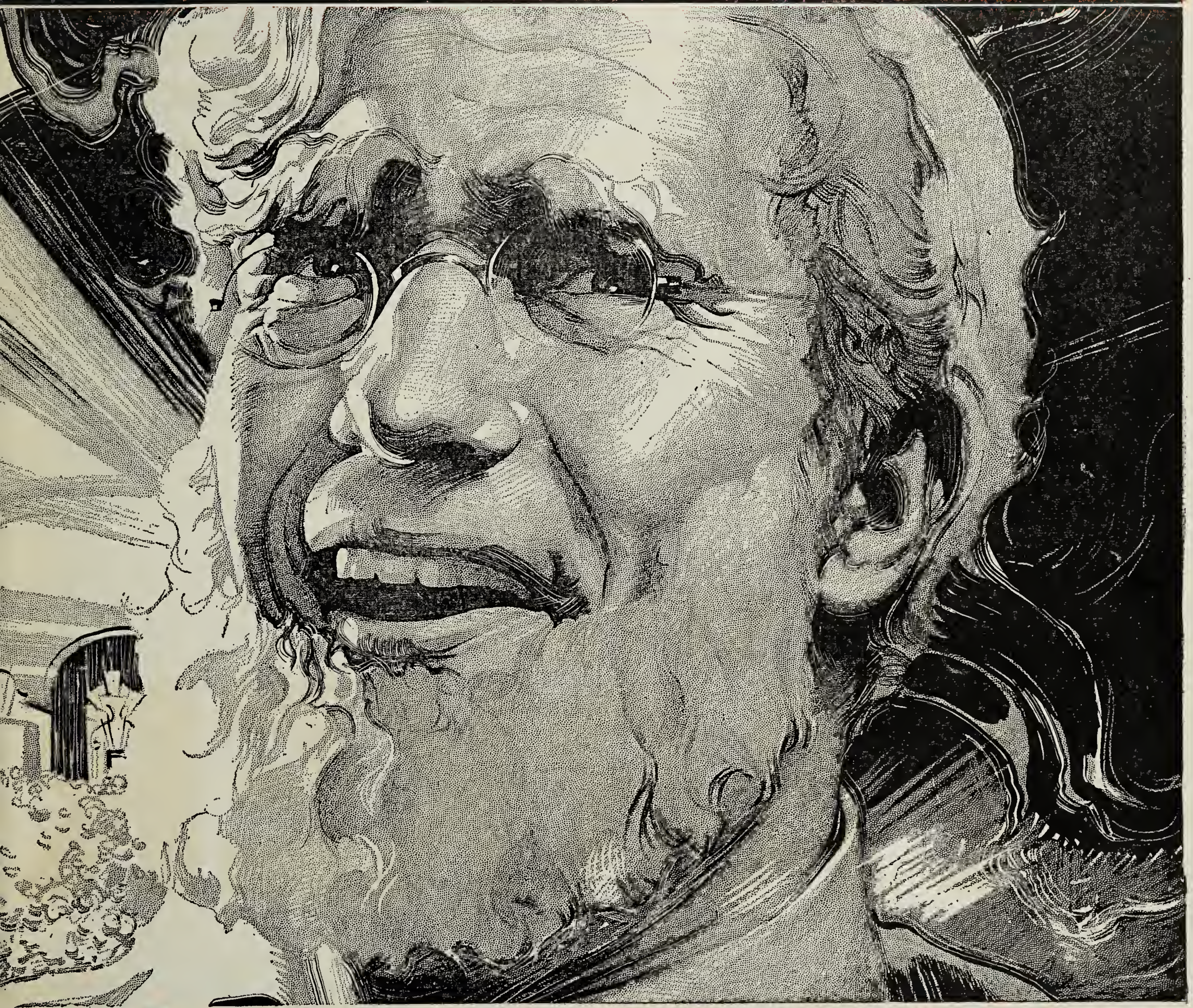
Seth Parker has Lived Until Now in the Mists of the World's Imagination . . . Now He Springs into Life Upon the Screen, Emerging From Out the Chaos of the Hour an Inspired Figure in a Grand Big Show!

SETH PARKER
AND HIS JONESPORT NEIGHBORS

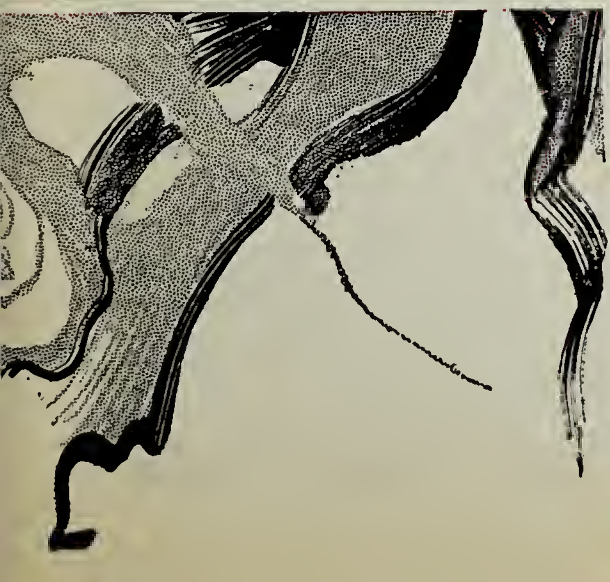
RKO
Radio
PICTURES
Reg. U. S. Pat. Off.

TUNE IN! Follow the RKO-Radio Hour Friday Nights for Details of the Seth Parker Nation-wide Festival Thanksgiving Day Week!

MIRACLE MAN IN UPSIDE DOWN.....



"WAY BACK HOME"



MELODRAMA WARM AS THE HEART OF CREATION

Directed by William Seiter . . . . Story by Jane Murfin

Like a God-sent beam of sweetness and light, Seth Parker brings a dynamic new note to show business . . . just when it is sorely needed.

As a radio personality he has shot up like a meteor, millions following his Sunday night broadcasts reverently. These millions certainly are going to see him on the screen while other millions will flock to see the whopping big melodrama in which he makes his screen debut.

RKO Radio tells you NOW to prepare for one of the freak show scoops of the decade . . . Watch for sensational exhibition and promotion plans!

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

WHILE Richard Dix has selected a lady to lead him to the altar in the person of Winifred Coe, he is without a lady to do the feminine lead in "The Lost Squadron," now in production at Radio Pictures studios. For some unknown reason, Mary Astor, chosen for the feminine lead some time ago, has withdrawn from the cast. Despite the fact that not a single feminine player has been selected as we go to press, "The Lost Squadron" gets under way with Richard Dix, Joel McCrea, Eric Von Stroheim and Eric Linden.

* * *

M. A. Silver, general manager for two years of Warner Brothers' Pacific Coast theatres, will transfer his activities to the eastern group of Warner theatres, according to announcement by J. L. Warner, vice-president in charge of production at Warner Brothers-First National studios. The work in the west will be handled by J. L. Halper, Max Shagrin and Frank Newman.

* * *

Lady Irene Pavensdale of England was the house guest of Marie Dressler, M-G-M comedienne, at her Beverly Hills home. The two have been friends for many years.

* * *

Dorothy Mullican Ayres, known to our exhibitor friends as Lola Lane, has filed a voluntary petition in bankruptcy in Federal Court. She listed liabilities of $4,470.10 and assets of $1,836.05. Cinematically speaking we still believe that Lola has a cool million in assets left. She recently married Lew Ayres, Universal star, in Las Vegas, Nev.

* * *

Vincent Treanor, Jr., son of the prominent New York sports writer, suffered second degree burns while working as a cutter in the Fox Studios.

A can of film exploded and Treanor, to guard against possible injury to other workers, ran outside with the flaming film and the studio fire department turned a hose on him.

"Taxi!" with James Cagney and Loretta Young in the featured roles is getting a lot of attention from the producing staff at the Burbank studios of Warner Bros. Special attention is directed towards an early January release without having to rush the shooting. We understand that with the conclusion of the filming of "Taxi!" Cagney will be booked for a vaudeville tour over the Warner theatre circuit taking in the key cities. The vaude tour is prompted by the successful tours of Edward G. Robinson and Joe E. Brown.

* * *

Three veteran executives at the Hal Roach Studios have been promoted to more responsible posts.

Benjamin W. Shipman, acting legal adviser and business manager, assumes the duties of Warren Doane, who for 12 years has been vice-president and general manager. Doane enters the directorial ranks alternating with Jams Horne on Charlie Chase comedies.

L. A. French, advanced to the post of assistant general manager, will continue his direction of the purchasing department, which he has headed for 12 years.

* * *

Co-operative motion pictures in which the featured players, directors and producers will receive royalties in lieu of salaries is the object of the Motion Picture Guild of America recently formed in Hollywood.

The organization is headed by Sol Lesser, who resigned recently as assistant to Carl Laemmle, Sr. The Guild is to be incorporated in Delaware.

* * *

Carl Laemmle, Jr., is still buying original screen stories. His latest acquisition is "Sons of the Legion," written by George Green, former scenarist at Pathe, and E. A. Patterson, local publicist. The story was purchased on the strength of a 700-word outline. Dialogue and screen treatment is now being prepared by the authors.

Pathe strikes a note of prosperity with the heaviest production in the studio's history. Six features are slated to go before camra and mike, "Prestige," with Ann Harding and Melvyn Douglas, Tay Garnett directing: "Lady With a Past," starring Constance Bennett with Edward H. Griffith directing; "Timber Beast," starring Bill Boyd under the direction of Al Rogell; and "Partners," a Tom Keene Western directed by Fred Allen.

The other two pictures nearing completion are "Panama," tentative title for the Helen Twelvetrees and Charles Bickford vehicle, and "A Woman Commands," starring Pola Negri.

* * *

Trem Carr, Monogram production head, advises us of the allocation of the remaining four melodramas of this year's Monogram schedule to C. C. Burr, well-known Hollywood producer.

Burr will make "The Arm of the Law," "Klondike," "Strangers of the Night," and "The Midnight Patrol." The pictures will be produced at Monogram studios under the supervision of Trem Carr. Under these arrangements, Carr will concentrate on the completion of the Western schedule, including four more Westerns with Bill Cody and Andy Shuford, and five Westerns featuring Tom Tyler.

* * *

Kenneth McKenna will direct "Widow's Might" for Fox instead of Irving Cummings. Joan Bennett is also back at this lot starring in "She Wanted a Millionaire," the picture she was making when thrown from a horse, and suffering spinal injuries.

* * *

Giving the RKO lot the once over we find Princess Wildflower of the Kaw Indian Tribe as "stand-in," for Mary Astor . . . Thomas Francis, brother of Hugh Herbert, working in two pictures at once . . . Stefany Stone, first cousin of the Dolly Sisters, working in "The Dove," and contestants in Irene Dunne personality contests, taking screen tests.

WE MEET

MARION SHILLING

Marion Shilling is the second player under contract to a major producing company to grace the Monogram studio sets, having been loaned by RKO-Pathe to Trem Carr, Monogram production chief, for the feminine lead in "Forgotten Women."

While many of our younger stars have introduced us to studio mothers, Marion Shilling strikes a note of originality and individuality by being more partial to a studio "Daddy," a salutation she most affectionately applies to her father whom she considers her one and only pal.

She hails from Denver, Colo., where her father was formerly a bank cashier and a lecturer for the extension division of the Colorado University.

The family moved to New York in 1921. Her father became associated with theatrical enterprises and moved to St. Louis, and Marion got her high school education there while playing child and ingenue roles.

Her entry into filmdom came when her father brought "Dracula" to the coast and she secured a test at M-G-M. She made two pictures under the M-G-M banner—"Lord Byron of Broadway" and "Wise Girls."

A one and a half year period of free lancing followed, she made "Swellhead" for Tiffany and then went to RKO-Pathe with whom she is now under contract.

She waxed enthusiasm over her role in "Forgotten Women," a part which differs from her conventional Pollyanna parts. The treatment accorded her by Trem Carr and other officials of the Monogram studios while working in "Forgotten Women" she referred to in a most commendable manner, "everyone was kind and considerate and as much interested in my getting everything out of the part as myself," she said.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Sob Sister

FOX—69 Minutes

Cast: James Dunn, Linda Watkins, Molly O'Day, Minna Gombell, Howard Phillips, George E. Stone, Allan Dinehart, Eddie Dillon, Ernie Wood, Lex Lindsay, Harold Waldridge, Neil Burns, Harry Beresford, Sarah Padden, George Byron, Joe Brown, Wallie Allbright, Maurice Block, Edwin Sturgis. Directed by Alfred Santell.

Fox's new juvenile star, James Dunn, together with Linda Watkins rise above the material in this story of tabloid newspapers and their news gathering methods which seem a bit exaggerated. The girl is continually getting a scoop on the boy who covers a rival sheet and when the love interest begins to work he falsely accuses her of stealing material from him. She gets into a jam with some kidnappers who think she is a cop and the gang takes her for a ride with intentions of getting rid of her. The newspaper fraternity rushes to the rescue with the motor squad of police and make a melodramatic rescue that reminded us of the old repertory days. The boy has discovered who really stole his story and they make up at the finale. Only the excellent work of the stars hold this above average entertainment.

SELLING SEATS: Title lends itself well for good exploitation angles and sell it as a newspaper story strong to kill any gangster idea. Sell James Dunn on past performances in "Bad Girl."

Girls About Town

Paramount—78 Minutes

Cast: Kay Francis, Joel McCrea, Lilyan Tashman, Eugene Pallette, Allan Dinehart, Lucille Gleason, Anderson Lawler, Lucille Brown, George Barbier, Robert McWade, Louise Beaver. Directed by George Cukor.

Very amusing story of how two smart little girls entertain big business men. Lilyan Tashman and Kay Francis are the blonde and brunette who step out for $500 a night, or $1,000 the weekend, plus tips, or what they can dig. Eugene Pallette with his young and handsome partner are two such business men from Lansing, Mich. Pallette is like an overgrown playboy but tight with his money. It is Lilyan who gets him to spend his money and buy his heart-broken wife (Lucien Gleason) elegant jewelry and other luxuries. Of course, Lilyan falls for Joel and he goes for her in a big way so that she can give up her "profession" while her blonde friend continues. The picture is mainly adult fare. It moves at a fast pace and has plenty of witty lines. Especially amusing are the scenes and dialogue with Gleason, Tashman and Pallette. The role is made-to-order for Tashman. Your audience should get plenty of laughs from this picture.

SELLING SEATS: Play this up as good comedy-drama of girls who step out for $500 a night to entertain big business men. Cull some of the witty lines from the dialogue for use in your ad copy.

Secret Service

Radio—70 Minutes

Cast: Richard Dix, Wm. Post, Jr., Gavin Gordon, Shirley Grey, Fred Warren, Nance O'Neill, Florence Lake, Clarence Muse, Harold Kinney, Eugene Jackson, Frederick Burton, Carl Gerard, Emma Reed. Directed by J. Walter Ruben.

The Richard Dix fans won't be the least disappointed in Dix when they see him in this opus which is splendidly mounted. It should spell box office in a big way. It is a Civil war drama and provides Dix with a role which is befitting to him as he makes a handsome figure in soldier uniform. He receives orders from General Grant to go behind Confederate lines on secret service duty and after an attack is wounded. Disguised as a Confederate captain he proceeds upon his mission. At the home of a Confederate general he is treated with real Southern hospitality. There he meets the general's beautiful daughter, played charmingly by Shirley Grey. Of course, she can't help falling in love with him, too, and there he is—between love and duty! But when duty calls him he must go and barely escapes death before a firing squad. There are plenty of thrills and tense, gripping scenes in this cinematized version of one of the popular plays by William Gillette. It should please any audience.

SELLING SEATS: Sell Dix on his past performances and feature Shirley Grey as the girl who gave him excellent support in "Public Defender". Get the war vets to boost you by giving them a special show.

The Mad Genius

Warner Bros.—81 Minutes

Cast: John Barrymore, Marian Marsh, Donald Cook, Carmel Myers, Charles Butterworth, Luis Alberni, Andre Luget, Boris Karloff, Frankie Darrow, Mae Madison. Directed by Michael Curtiz.

Marian Marsh, the 17-year-old brilliant discovery who won popularity as Barrymore's leading lady in "Svengali" is again seen with Barrymore as a wistful and lovely character. Barrymore gives a brilliant character performance as a famed ballet master with an obsession to infuse his desires and characteristics into another man's soul. Donald Cook is the man whom he trains as he himself might have done had he not been a cripple. Among the dancers is Marian whom Barrymore discovers is loved by Donald Cook. Believing the girl is standing in the way of his pupil's success he schemes to get rid of her. After some thrilling and dramatic moments which results in the murder of the mad genius by a dopefiend, the two lovers are finally reunited. Donald Cook is impressive in his role and the rest of the cast is satisfactory. Butterworth is good for a few laughs.

SELLING SEATS: Play this up as Barrymore's greatest. Don't overlook the other stars in the cast, principally Marian Marsh.

Sundown Trail

RKO-Pathe—53 Minutes

Cast: Tom Keene, Marion Shilling, Nick Stuart, Hooper Atchley, Stanley Blystone, Louise Beavers, Alma Chester, William Welsh, Murdock MacQuarrie. Directed by Robert F. Hill.

This picture is nothing out of the ordinary, but should generally please the western fans. Tom Keene in his first effort for RKO-Pathe as a western star evinces a pleasing personality in this fast-moving action western which evolves around a familiar plot. Keene is manager of a ranch, which, after the owner's death, the daughter (Marion Shilling), comes to take possession. She is accompanied by her attorney, who is also her suitor. The girl spurns Keene who tries to be friendly toward her. He succeeds in saving the ranch from a gang of thieves and rescues the girl from the bandit leader. And of course, the usual happy ending takes place of the girl reciprocating her love for the hero. The picture is excellent for family trade. It is a good, clean western all the way.

SELLING SEATS: Use cutouts of the new star all over your lobby. Play him up big and get the western fans interested in him and you will reap a harvest on the rest of his pictures.

SHORT SUBJECTS

Queenie of Hollywood

Educational—21 Minutes

Being the further adventures of "Those Three Hollywood Girls," this one proves interesting and entertaining screen fare. The girls take jobs as chambermaids when the studios shut down for the summer vacation period. Much to their surprise they are received at the hotel like visiting royalty all because the hotel manager has made an error. As a movie producers' convention is on the girls decide to capitalize on the mistake.

One Good Turn

M-G-M—21 Minutes

Will disappoint the Laurel and Hardy fans. Instead of containing some real laughs this two-reeler is nothing more than a conglomeration of many trite and overworked situations. The whole story is disconnected and nothing over which to be the least amused.

The Clyde Mystery

Vitaphone—21 Minutes

The first of the S. S. Van Dine mystery shorts for Warners. Judging by this one the series has a bright future. The suspense element is well sustained throughout the two reels. The solution of the mysterious death of Mr. Clyde was rather surprising at the climax. There is no doubt that these reels will be in popular demand after the fans see the first one.

Out Stepping

Universal—16 Minutes

Very poor comedy which is just a rehash of old gags. Don L. (Steve) Brodie as the featured comedian isn't a bit funny. He rents a dress suit to step out for an evening with his girl and by mistake the tailor gives him a "breakaway" suit belonging to a vaudeville actor. During the course of the evening all kinds of things happen to the suit.

KINE-QUIPMENT

NEW DEVELOPMENTS *in* THEATRE EQUIPMENT

RCA Makes Lighter And Smaller Record

With approximately 4,000 theatres employing the disc method of sound reproduction as a market, and having arranged with 90 per cent of the producers for the recording of its output, RCA-Photophone has begun the distribution of a new type of disc record. This new disc is called the Victrolac record.

Among the important features are the reduction in size from 16 inches to 12 inches in diameter, the pronounced reduction in the weight from 24 ounces to 4 ounces, its flexibility and durability, improved tone quality and a minimum of surface noises. The reduction in weight alone is expected to effect a saving to exhibitors in transportation charges, according to Lowell V. Calbert, manager of the department of recording operations.

"ECONOMY" MODEL

Film Device at Low Outright Price

The "Economy" model sound-on-film device, designed for theatres of 250 to 5,000 seating capacity, and sold outright at a low price has been placed on the market by the Universal Sound System, Inc., of New York.

Some of the principal features claimed for the new Economy model include: full A. C. or battery operation, diamatically and statically balanced spiral gear drives, no chains, micro adjusted exciter carriage, half-inch main shafts and split guide rollers.

W. E. LICENSEE

Cinelog to Employ ERPI System

Electrical Research Products has added to the list of producer-licensees to record talking pictures by the Western Electric Sound System, the newly-incorporated Cinelog Corporation, 521 Fifth avenue, New York. The Cinelog Corporation will produce a series of travel explorers' talking pictures and special subjects in the United States and foreign countries. Out-of-the-way places, unknown to the casual traveler, will form the basis of the series.

Lorenzo Del Riccio, president and general manager of the Cinelog Corporation, states that sound will be recorded at the same time the pictures are filmed. To accomplish this the producing unit is being supplied by Electrical Research Products with the first model completed for commercial use of a specially-constructed recording equipment.

NEW TRAVELSIGN

Colored Sign for Day and Night Operation

Designed to deliver a message of 75 words, brilliantly illuminated in multi-colors and visible from a great distance, a travelsign known as "Motolog" has been placed on the market by the Travelsign Trailer Service, Inc., of New York.

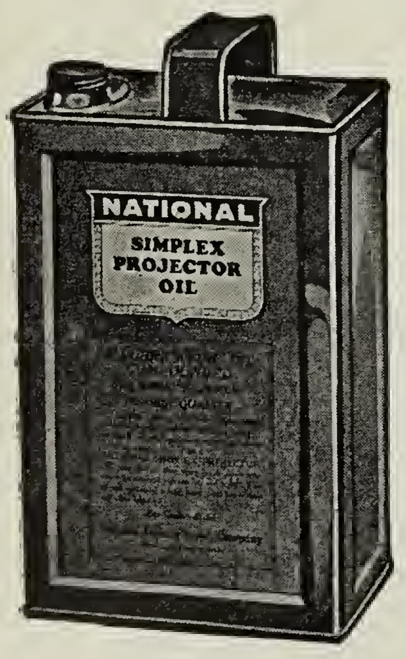
The new sign, said to produce day-time results comparable to attention attracted at night, is especially designed for theatres.

Reduces Tube Prices

The following reduction in list prices of nine types of Quick-Heating Arcturus Blue Tubes has been made: Type 127, $1; 124, $1.60; 551, $1.60; PZ, $1.55; 145, $1.10; 180, $1; 101A, 75c; 126, 80c; 071A, 90c.

"GIVE HIM A HAND" MOTION PICTURE WEEK

Far Less Costly than Improper Lubricants



Made for the delicate high-speed mechanisms of all projectors. Cheap only in the price you pay for it—$1.00 per gallon for Simplex; other projectors, $1.25 per gallon.

NATIONAL
TRANSVERTER GREASE
A Highly Efficient Lubricating Grease
Price per pound. $1.00
National Theatre Supply Company

Positive insurance against abnormal generator wear. Best for Transverters and all other generators. You can't buy a better generator lubricant at any price. Formerly a dollar a pound—now 75c.

The use of cheap lubricants is a direct invitation to trouble and expense in the projection room. Even high-priced oils and greases are generally unsuitable for use in the delicate, high-speed mechanisms of the projector and its kindred accessories. Lubricants compounded for and put up under the name "National" are safe. They meet the equipment manufacturers' formulae and are subjected to our own scientific tests for safe lubricating quality. They cost no more than cheap or unapproved products. Insist on GOOD OIL—be doubly protected and specify National Projector Oil and Generator Greases.

IT PAYS TO TRADE REGULARLY WHERE YOU'RE ALWAYS WELCOME

NATIONAL THEATRE SUPPLY COMPANY

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.
1510 Davenport St., Omaha, Nebr.
1123 High St., Des Moines, Iowa

TO BE PROSPEROUS,
Look Prosperous
Dan Michalove in "Carry On"

. . . It's a regular thing, in the spring of the year, to dust off and bring out into the open the old slogan "Clean Up and Paint Up". And it's a good thing, too. The only trouble is that it should never be packed away in moth balls but should be listed as one the "must" rules for constant observance by each and every house manager.

If it is important to clean house in the spring simply because of a change in season then it is much more important to observe the same rule as summer fades into autumn.

The fall of the year is that time in which a new theatrical season is ushered into being and, if for no other reason than this, every Warner Theatre should be spic and span, bright, cheerful and inviting in appearance. Away with the "cool" effects of summer . . . in place thereof substitute "cozy" and let every patron feel that warmth of welcome as though extended to him alone.

A dirty lobby, frames cracked, unpolished glass, the need of paint evident . . . all these things serve to chill the welcome and to nullify favorable impressions created by expensive advertising.

Last week I noticed in a photo, sent for reproduction in "Carry On," a theatre front with the marquee letter border sadly in need of attention. A can of black paint, a brush and an hour's work would have made an attractive front of one which otherwise was actually repellent. Some of the letters in the sign were also broken which added their bit to the general air of carelessness.

It is alright to practice economy, but wisdom is necessary in the application thereof. It is far better to expend a few judicious dollars than to have a theatre front look like a relic of better days.

With great pictures now current and coming and with good money expended on advertising them it is squarely up to every district and house manager to back up these offerings by seeing personally that the setting is in keeping with the picture. You would not exhibit a Rembrandt in a Woolworth frame nor must this season's product suffer from lack of attention to that first good rule of a showman to "Keep my house inviting".

"BLIMP" TYPE CASE
New Features for the Animatophone

The Animatophone 16 mm. talking projector has been made more attractive, compact and efficient through the acquisition of a "blimp" type case which encloses the projector while it is in operation, a vertical tone-arm which operates on the pendulum principle, and several other improvements to make for better sound projection, the manufacturer announces.

The Animatophone is the product of the Victor Animatograph Corp. of Davenport, Ia., and wholesale distribution in the U. S. will be made through the 31 branches of the non-theatrical division of the National Theatre Supply Co.

SURPRISE BAG
An Interesting Bid for Juvenile Patronage

A novelty said to be successful in attracting children to matinees is the Surprise Bag, made by Universal Toy & Novelty Co. It consists of a bag 7½" x 10½" with the name of the theatre printed on one side. Contents consist of a toy and candy. There are also a limited number of coupons placed in a few of the bags which entitle the recipient to a grand prize worth about $1. These grand prizes are placed on exhibition in advance to incite interest.

PHOTO-SUN LAMP
Carbon Arc Lamp in Two Models

The Photo-Sun Lamp, an inexpensive carbon arc lamp for use in theatres employing considerable photography for exploitation and advertising purposes, and adaptable to many other uses, has been placed on the market by Blue Seal Products Co., Inc., of Brooklyn.

It is made in two models, working on 110 volts, a.c. One model is said to give an equivalent of two 1,000-watt incandescent bulbs, operating at from 10 to 12 amperes. The other model gives a light equivalent to 3,500-watt, and operates at 18 amperes, either a.c. or d.c., it is stated.

Noiseless Disc Recording

Western Electric has perfected a new method of noiseless recording by disc that is considered as revolutionary, as noiseless recording on film. Process is vertical type cut. Another development in motion picture engineering is the construction of a light valve mechanism weighing eight pounds, making for easier portable recording with greater volume range.

NEW SAFETY DEVICE
Philadelphia Concern Has Improved Device

Claiming one-sixteenth of a second as the operating time from instant of faulty operation to complete operation of the device, Film Fire Prevention Co., Inc., of Philadelphia, has placed the Chief Safety Control on the market.

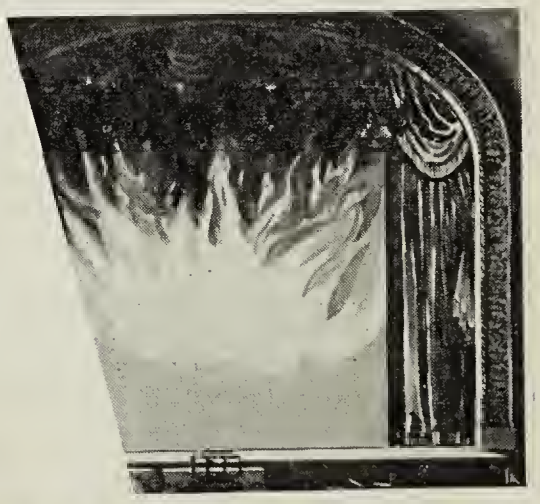
The control consists of an assembly of seven distinct parts. Parts 1 and 2 are an upper and lower fire valve, which automatically close if film catches fire, breaks or tension is lost. These fire valves are mechanically operated and protect at all times regardless of whether or not the projector is in operation, it is declared.

Part 3 is the lower head. Parts 4 and 5 are the upper and lower loop switches. Part 6 is a centrifugal switch which operates when the speed of the projector drops too far below normal. Operation causes motor to stop and dowser to drop automatically. Part 7 is an automatic control box which carries power to motor, switches, etc., causing a complete shutdown if trouble develops.

REMOTE CONTROL
Strong Volume Regulator for RCA System

Strong remote volume control for all RCA-Photophone equipment is manufactured by Essannay Electric Manufacturing Company of Chicago.

By the operation of a conveniently-located push button, the device will regulate sound volume instantly. Among other virtues claimed by the manufacturers the device is inexpensive, easy to install, and there is nothing to get out of order.



Safety!

Insure against this danger with a

VISIBESTONE

THE PERFECT FIREPROOF SOUND SCREEN

It is no longer necessary for you to assume great moral and financial risk with an inflammable sound screen in your theatre. No screen made of combustible material can be safe permanently, regardless of chemical treatment. Visibestone is an acoustically perfect sound screen, with projection qualities unsurpassed, and it is perfectly and permanently safe because it is made of basically fireproof material—asbestos.

FEATURES
1. Fireproof
2. Free from distortion of sight or sound
3. Acoustically perfect
4. Eliminates "sound pockets"
5. No glare---restful to the eyes
6. Easy to clean---lasts longer

For sale by all Branches of National Theatre Supply Company. Ask your branch for particulars or address the manufacturer

KEASBEY & MATTISON COMPANY
Ambler, Penna.

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

Exploiting The Chapter Play

By Charles Reed Jones
Director of Advertising and Publicity
MASCOT PICTURES CORPORATION
"The Only Serial Specialists of the Film Industry."

WITHIN the last two years or so, motion picture serials have assumed a new importance to exhibitors. The fact that the Roxy Theatre, New York, the Metropolitan, Boston, the Pantages, Hollywood, the Saenger, New Orleans, and many other first-run theatres in every section of the country have played and are now playing Mascot serials for full seven-day runs should be significant to those short-sighted exhibitors who do not play serials or who confine their serial showings to week-ends.

The serials of today are, of course, the greatest kid attractions that can be booked into any theatre. Every exhibitor knows that. But, they are, too, as these first-run seven-days bookings so eloquently indicate, business-building attractions for adults as well. It follows naturally, therefore, that serial exploitation must be directed to adults as well as children if an exhibitor is to get the maximum business on every chapter play.

A record business—or, even a more than ordinary good business—at the first episode of a good serial should insure similar business—PLUS—for the subsequent eleven installments. The first episode will bring back the original patronage for more; and the plus business is the natural effect of the word-of-mouth advertising that that first episode will promote.

Heavy On First Episode

The most effective exploitation on a serial, therefore, is exploitation that will bring them in for the first episode, and exploitation is aimed directly at the adults. (This does not mean that you should overlook the kids. The kids of course are important. But it does mean that you can well afford to put your major effort into the adult exploitation; for the kids will be on the job, waiting for the doors to open, if they only know you are playing a serial. Any of the usual devices that have always drawn the kids will suffice if you chance to be at a loss for an original inspiration. You know these stunts; you have used them with effect time and time again. Take them out, dust them off, and they will look and work like new.)

Concentrate on Adults

Concentrate on the adults. Follow the excellent example of Manager M. F. Morrison of the Publix Rialto Theatre, Brockton, Mass., who is doing a sensational business with "The Galloping Ghost" at this writing, because he hit upon a new angle to pull the grown-ups into his theatre for a serial.

Through the cooperation of the Kay Jewelry Company of his city, he promoted without cost a beautiful silver trophy, the Brockton Times-Red Grange Trophy, which will be presented to the championship football team of his city. By tieing in The Brockton Times on the award, he is assured of splendid publicity throughout the football season, which, incidentally, means throughout his showing of the serial. Announcements of the Rialto's showing are made regularly at every football game played in and near Brockton; so that each week thousands of red-hot football fans are told that Red Grange, the greatest football player of all time, can be seen on the screen in a convenient theatre.

Grange is playing professional football with the Chicago Bears of the National Football League this season, and he will appear in, perhaps, a dozen cities between now and the end of the season. In each city, a cooperative tie-up between the local football team and a theatre can, through similar announcements at the football field, inform thousands of football fans of the local motion picture showings of this sensational half-back.

Circular Letter Still Good

A simple, perhaps time-worn device, was used in many spots to promote Harry Carey and Edwina Booth in "The Vanishing Legion." The old circular letter. A circular letter that announced that Carey and Booth, the two stars of "Trader Horn," essentially an adult attraction, would appear locally shortly in their first serial attraction. The letter pointed out simply that "The Vanishing Legion" was an unusual serial; that it presented an intelligent story; that it was designed as adult entertainment. These announcements, in most instances, were wisely dignified, which fact, in itself, did much to reassure recipients that serials are not necessarily quite the illogical wild-and-woolies that so many had been led to believe.

If this device did no more, it did bring out some of the curious doubters who had thought for years that serials were made solely for very young children and morons. And—what is significant—exhibitors tell us that these doubters did not doubt for long, ever so many of them are now regular serial followers.

The details of any exploitation you undertake on any serial do not matter materially. They will be governed by the type of story, by the cast, and, most important, by local conditions which each exhibitor understands best. What is important is that you plan your campaign on the assumption—proved beyond doubt by the theatres mentioned in the first paragraph of this article—that serials are good adult entertainment. Get that idea over with a smash before the opening of the next serial you play. Get them out for the first chapter. And that first installment—if you are careful to pick the right serial—will do the rest.

"Managers' Week" Boosts Receipts

FRANK COSTA, manager of the Playhouse, Warner theatre in Ridgewood, N. J., decided that a good stunt in the encouragement of business would be to announce a Managers' Week, the populace being invited to show its appreciation of all that he had done for it in the way of giving it fine pictures in a well-kept house by attending the showings during his week.

Costa issued books for the Manager's Week containing coupons for admission to the Playhouse, and then sought means of disposing of them. First of all he gathered all the newsboys in Ridgewood and gave them a free show. This done, he made each of the youngsters a salesman for his books of admission tickets. He next sought the aid of the merchants and they came through nobly. The word of mouth advertising and the help of friends came in such good stead that the week turned out to be a corker.

Radio Service for Jones Ranger Clubs

TO cement the various Buck Jones Clubs into a national unit and invoke the spirit of sporting competition among the various clubs, Columbia is arranging a radio service which will be presented over various stations throughout the country. Members of the clubs will appear on the air during the periods devoted to club activities and, in several strategic points, the club matinees and meetings will be broadcast from the local theatres.

This radio service will supplement the other accessories, which Columbia has issued to help the exhibitor launch the Buck Jones Ranger Clubs successfully. The clubs are being organized as a new business builder for the theatre owners, one of the objects being to bring the boys and girls throughout the country into the theatres.

Yo-Yo Contest For Kiddie Clubs

ONE of the late stunts arranged by Leon Pickle, manager of the Kentucky Theatre in Henderson, Ky., for the Kiddie Club affiliated with his house was a Yo-Yo contest for the youngsters at one of his Saturday matinees. Three hundred of the popular tops were secured and these distributed among the boys and girls. The youngster who manipulated the Yo-Yo in the most skillful manner was to receive a prize. The latter Pickle had one of the local merchants donate. The contestants were reduced to thirty and the stunt worked the youngsters to such a pitch of excitement that it took two hours to decide it.

The tops cost $2 a gross so the entire stunt was inexpensive. It brought the youngsters to the theatre in droves and proved an excellent thing for the theatre.

A Message of Truly Great Importance

By WILL H. HAYS

(Editor's Note: One of the sanest and most human utterances made since the depression is the appeal voiced by Will H. Hays, President of the Motion Picture Producers and Distributors Association, in his radio talk on behalf of the Emergency Unemployment Relief Committee. Every person in the Motion Picture Industry should read this truly wonderful message.)

THERE is a film before my eyes as I watch Winter planning the most dramatic spectacle that Twentieth Century America may ever witness—the moving picture of 6,000,000 men impotent before hunger and cold.

And if the job-holding rest of us do not tide friends, neighbors and friendliness over the emergency, we must confess to even more frozen hearts from frozen assets in these United States.

Two persons out of three bleating about depression are wincing at wounds that their incomes have not yet received—adding pessimism to a condition which has not in the slightest encroached upon their standards of comfort, their means of their spending capacity.

Majority attitude apparently confuses the present with the war period in which we were exhorted to restrain appetites, simplify meals, suppress ostenation and delay wardrobe and household replacements. . . .

But today common welfare severally requires us to consume as much as we can afford. . . . Common welfare requires unemployed surpluses to hire unemployed people, to fabricate, to transport and to sell.

Money that isn't helping to produce goods, sustain trade or help a neighbor is a slacker. . . .

If you have a steady job or income it is challenged by the sentry of necessity to stand and deliver.

If you expect to hold that job, protect that income and remain a personal friend of self-respect—the password of the day indeed is, "I have shared."

For if this problem of unemployment is not met in the spirit of partnership, it will inevitably be handled in the spirit of penalty. . . .

I can already observe legislation drawing anticipatory measures to draft relief in case we fail to volunteer it.

I do not refer to the proper use, as a constitutional police power in periods of emergency, of certain moneys raised by taxation . . . I refer to the abortive extension of that proper function into fields of deadening pittances promoting idleness. . . .

Draft legislation will say, "You hemmed and hawed and wouldn't act in time, so I must act in haste."

Draft legislation will say, "I do not appeal to sentiment; I levy upon goods and possessions by virtue of my supreme authority over all wealth and property and earnings. Consequently, I will take from salary, wage envelopes, dividend yields and rentals. If your community conscience and common sense do not cause you to give—I will take." This is what confiscatory legislation will say. What it does in by-products of evil that flow from inevitably onerous methods of assessment, collection and disbursement is demonstrated by the sad experiences of all other nations which have tried it. That is the alternative, my friends.

And this is one time when we can't pass the buck to George.

And the so-called rich cannot do it alone. The shrinkage in securities, combined with suppressed buying power, hasn't left him enough to carry his usual burden and ours besides. He has the responsibility, too, of conserving enough of his depleted resources to maintain our jobs. This crisis is everybody's business. . . .

There is much unemployed labor, but there's even more unemployed courage and unemployed initiative and unemployed capital. Some of us can employ men. Many of us can employ money at useful work on the hiring lines. All of us can employ hope, can employ confidence, and can employ the will to share.

I make no appeal in the name of charity, as sweet as charity is. . . .

If Scripture and humanity haven't yet enlisted you in the brotherhood of man I don't intend to waste time jabbing at the vacuum where Almighty God designed room for a heart.

I am speaking to you tonight for the Gibson Committee, charged by the community to marshal the volunteer strength of this city to lend a shoulder and a lift to our unemployed until chance for self-support is restored. . . .

You will hear a great deal in the next few weeks about this 750,000 in Greater New York who have no work and who have scant hope of any employment before the spring upturn; of the 160,000 who have already reached actual destitution, of which half are the heads of families. According to the estimate of New York City's Commissioner of Public Welfare, the $15,000,000 which the city has just appropriated will care for 100,000 of these 750,000. . . .

Our situation is different from all past depressions. On the one hand, we have at present immense stores of goods—the products of field, farm and factory. On the other hand, we have the money with which to buy these things. Something is wrong, say many toughtful men, in our theory and practice of distribution, else there could be no such misery when we have both granaries and gold. I affirm the need for new social and economic measures. The thing which has happened to us must not happen again, if human ingenuity can prevent it. But we will not delay action in the present necessity while we discuss ultimate solutions. If we pause to debate economics the courage of these men will meanwhile be vitiated, their strength will be sapped, the virus of desperation and the poisons of despair will invade their useful lives. . . .

Yesterday invested billions of dollars to qualify these six million to play worthy and intelligent roles in the destiny of the Republic.

We dare not—we cannot, in sanity, junk that investment and rob tomorrow of their wholehearted, loyal, still confirmed belief that they are still qualified for ambition and success. . . .

I am not holding out tin-cup arguments or uttering proxy whines in the name of men who have generally been too proud to expose their plight even to their own intimates. . . .

Millions of men today stand apart from all precedent—a company of fellows and equals suddenly sundered from the social family—rendered resourceless as by an earthquake or a flood . . . turning nine out of ten of them out of berths for the first time in their careers. . . .

We face a double problem—the primary problem of alleviating their immediate distress, complicated with the problem of protecting that pride and ultimate usefulness.

It is not only a matter of how much and promptly we can each give, but how gently and understandingly we can remember that these are our neighbors.

RADIO PICTURES IS AT IT AGAIN

SELLING the public through the exhibitor has been successfully done several times in the past year by Radio Pictures. In its campaign on "Amos 'n' Andy" and on "Cimarron" this organization made trade paper advertising the basis of its selling plan. First it told exhibitors what it intended to do to help them sell these productions to the public, at the same time acquainting them with their values from a box-office standpoint. Through the enthusiastic writing pen of Hyatt Daab, director of advertising for Radio Pictures, the entire industry had awakened in it an enthusiasm that enabled the most to be realized from the selling of these two pictures. The campaigns promised in cooperation with exhibitors in the newspapers of the country, were carried out as promised. And the result was a tremendous public interest not only in the two pictures in point but in picture theatres in general for weeks following their showing.

And now the irrepressible Hy Daab blasts through once more—and to quote part of his advertising copy—"just when it is sorely needed." The trade press is again the backbone of another smashing newspaper-exhibitor tie-up on Radio's newest big hit, "Way Back Home." This looks like another record breaker. And it will be another proof that the successful combination to maximum box-office results is to reach for the public through the trade press to the exhibitors and then follow through in cooperation with them.

Third Tarkington Short

New York—Sam Sax, head of the Vitaphone studio, has signed 10-year-old David Gorcey, to play the role of Sam in "One Good Deed,' the third of a series of Booth Tarkington Juvenile one-reelers being made for Warner Bros. at the Brooklyn studio.

in New York it's ~ ~

THE NEW FORREST HOTEL

West 49th St., just off Broadway

300 large, outside rooms, each with private bath, shower, circulating ice water and RADIO.

$2.50 Single $3.50 Double

Suites for Parties of 2 or more $6.00 and up

New York's Best Hotel Value in the Heart of the Film and Theatre District.

Before attending the theatre, dine in the MIRROR ROOM.

Club Breakfast 25c up; Luncheon 65c up; Full Course Dinner $1.00.

All meals served in room without extra charge.

James A. Flood - - - Manager

HOTEL NORMANDIE

. . . . . provides the maximum of comfort at reasonable cost. Located just outside the congested district of Los Angeles, yet close to the best shops, theaters and churches, the NORMANDIE offers every advantage you desire in your selection of a temporary or permanent home.

Rates

Room with Bath, single, $2.50 per day
Room with Bath, double, $4.00 per day
Monthly Rates on Application

The cuisine, excellent service and reasonable rates in the COFFEE SHOP AND CAFE combine to make your stay a pleasant one.

{Garage in Connection}

HOTEL NORMANDIE

CORNER SIXTH & NORMANDIE
LOS ANGELES

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

THEATRES FOR LEASE

FOR LEASE — Bijou Theatre, Abingdon, Ill.; factory town, population 3,000; seating capacity of theatre, 600; Sunday shows; no competition; sound-on-film equipment; rent $160 per month; $750 or other security required on lease. Address S. E. Pirtle, Jerseyville, Ill. 11-3

HELP WANTED

SALESMEN — Fastest selling talking equipment, Alabama, Mississippi, Kentucky. C. P. Washmon, Trenton, Tenn. 11-3

EDUCATIONAL BLD'G.

New Structure Added to Studios

New York—A construction crew has been put to work by E. H. Allen, general manager of Educational Studios, to break ground for an additional concrete and steel structure, which will be used exclusively for the work of negative handling and cutting.

The structure adjoins the three-story editing and projection room building, and is approximately 40x60 feet in size. Additional negative film vaults will be erected in the rear of the building, which is to be equipped with the very latest machinery and technical devices required in handling negatives.

COLUMBIA SERIALS

Fred McConnell to Head Production

Hollywood — Fred McConnell's "unnamed partner" in proposed production of serials is Columbia Pictures Corp., it has been learned here. Columbia has completed all arrangements to enter the serial field, with McConnell in charge. McConnell recently resigned from Universal, where he was identified for a number of years with serial production and sales.

Start Andy Clyde's Next

Hollywood — Casting has been completed on a new Mack Sennett-Andy Clyde Comedy, titled "Let's Go Fishing," and production is scheduled to start immedately under the direction of Babe Stafford. Arthur Stone and Dorothy Granger will head Clyde's strong supporting cast in this laugh-maker.

EQUIPMENT FOR SALE

WE OFFER subject to prior sale the following: 10 Samon Constant Impedance Faders with dummy, list at $225 each, special $25 each; 25 Wright DeCoster No. 107 Dynamic Speakers, list at $72.50, special at $22.50 each. Many other sound equipment bargains. Above prices cash with order. Northern Theatre Supply Company, 19 Glenwood Ave., Minneapolis, Minn. 11-3

5,000 BRAND NEW spring opera chairs at the greatest savings in prices ever offered. Fully 50 per cent below present prevailing prices while they last. A great opportunity. C. G. Demel, 845 South State St., Chicago. c11-17(4)

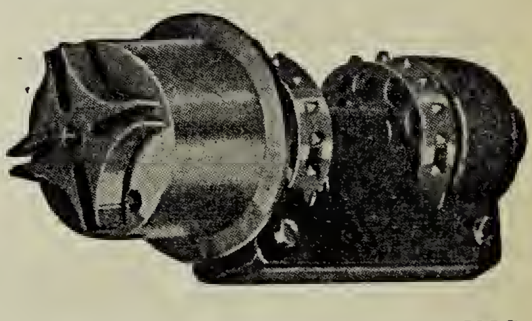
TWO SIMPLEX projectors, Wagner converter, Moviephone sound equipment. Cheap. 509 Myrtle, Davenport, Iowa. 11-3

THEATRES FOR SALE

BEAUTIFUL little theatre; prosperous town 2,000. Great chance for live showman with small capital. $5,000 cash will handle. Ideal Theatre, Fremont, Mich. 11-3

POSITIONS WANTED

EXPERIENCED sound operator willing to help anything. H. Swatek, 401 Gilbert, Peoria, Ill. 11-3

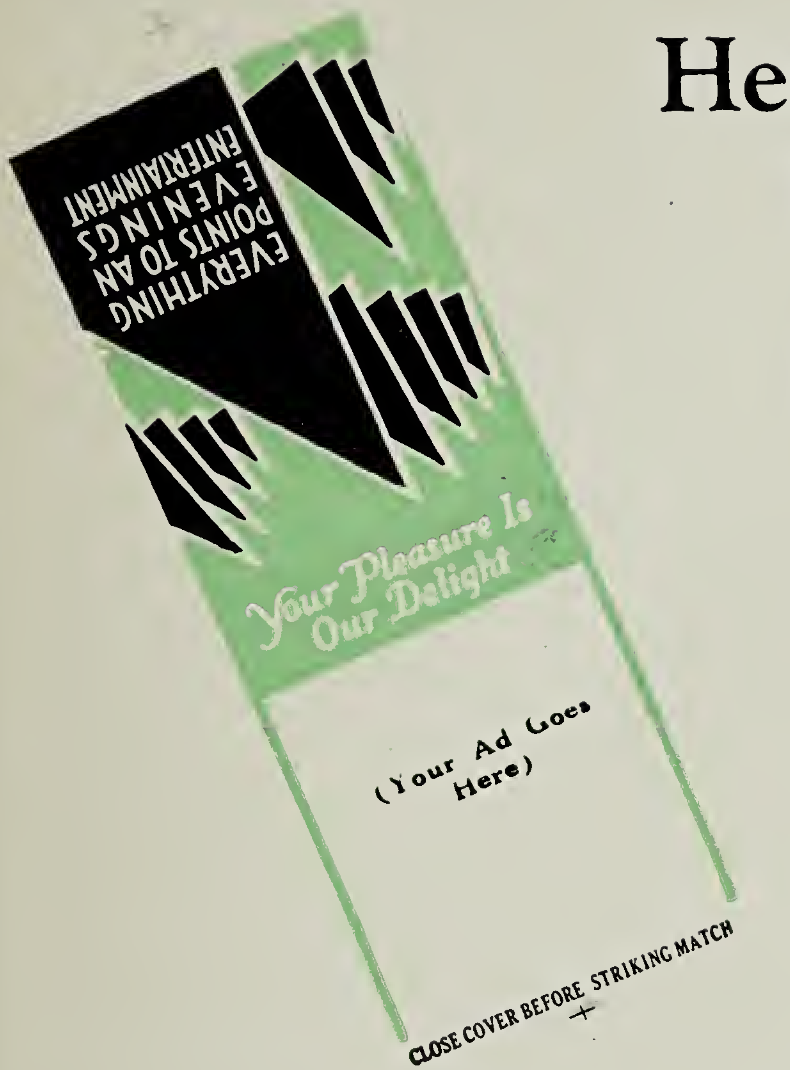


GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ____________ ________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ____________________________

Theatre ____________________________

Town ____________ State ____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

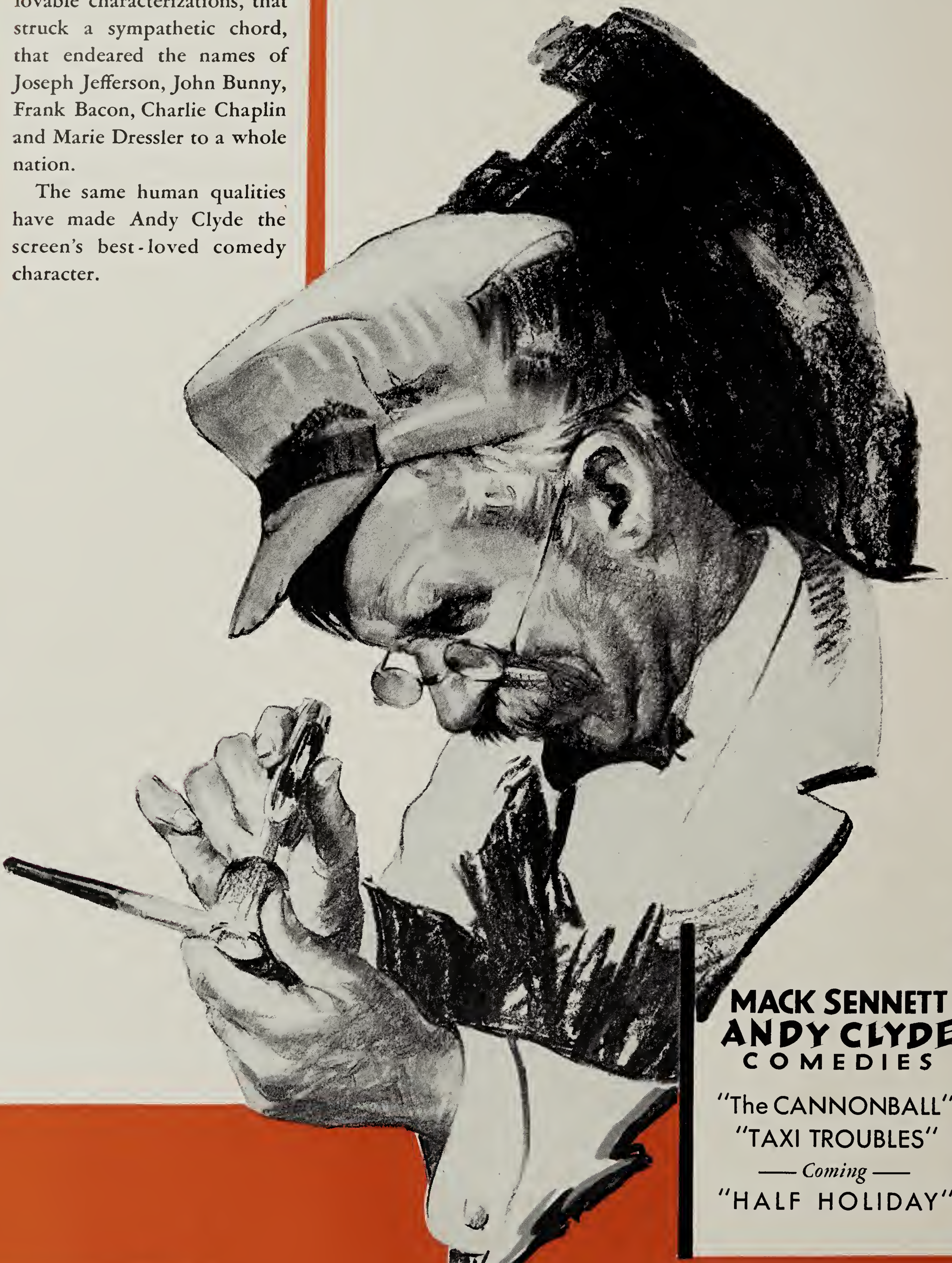
YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above

IT was their simple human appeal, their down-to-earth lovable characterizations, that struck a sympathetic chord, that endeared the names of Joseph Jefferson, John Bunny, Frank Bacon, Charlie Chaplin and Marie Dressler to a whole nation.

The same human qualities have made Andy Clyde the screen's best-loved comedy character.



MACK SENNETT
ANDY CLYDE
COMEDIES

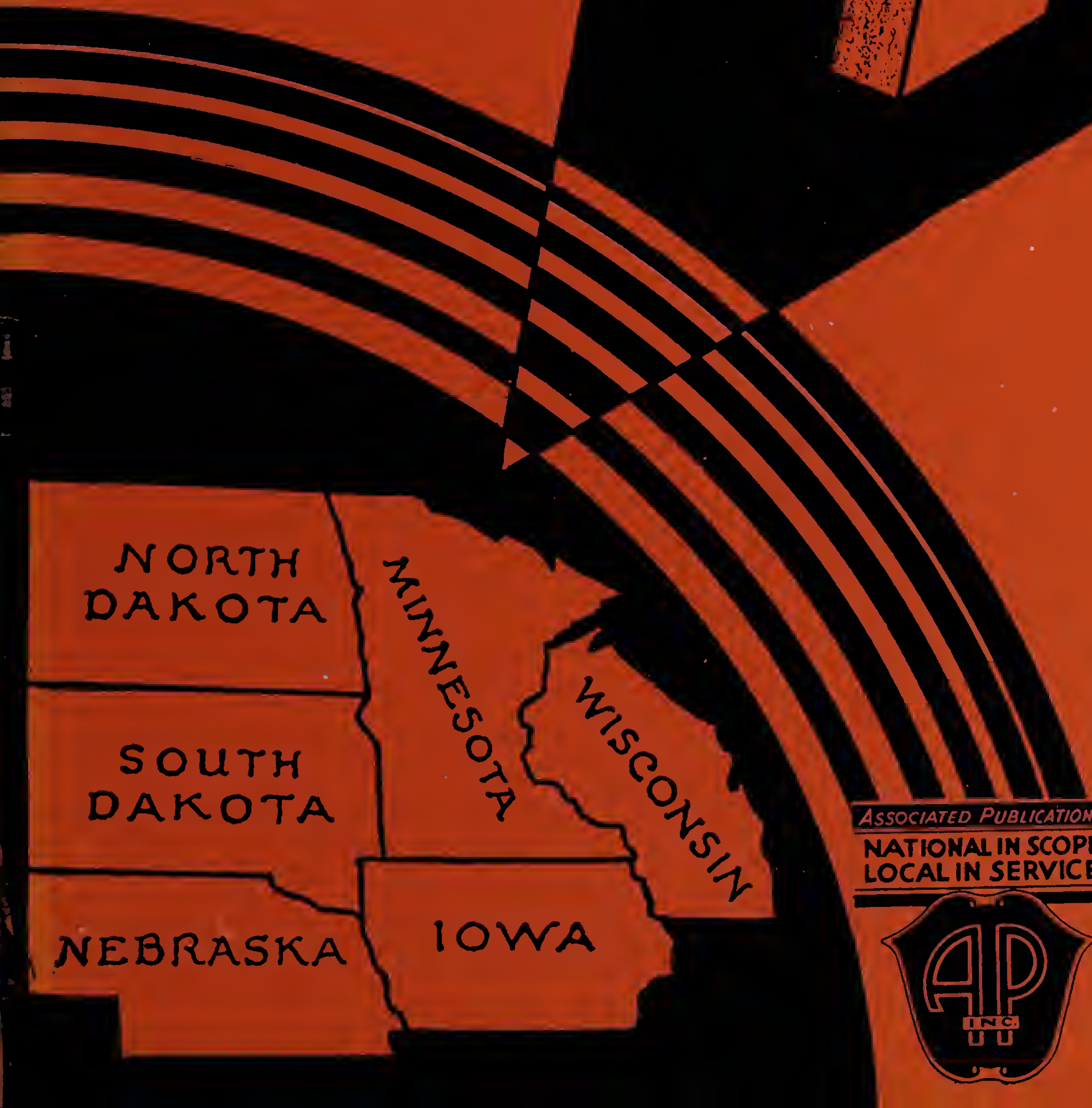
"The CANNONBALL"
"TAXI TROUBLES"
— *Coming* —
"HALF HOLIDAY"

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc., *E. W. HAMMONS, president*
Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

NOV. 24, 1931
VOLUME XIII NUMBER 1

MOVIE AGE


NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
WISCONSIN
IOWA

GOOD STORIES MUST BACK UP STAR NAMES

THOUSANDS OF DOLLARS FOR UNEMPLOYMENT RELIEF

EXHIBITOR ENCOUNTERS THEATRE PERMIT OPPOSITION

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

Mr. Sales Manager:

You Market your product nationally, but---you sell it locally.

FOR GREATER RESULTS—*Advertise Locally on a National basis.*

Associated Publications cover important local needs in trade news and service.

Dealing with local as well as national problems of the motion picture industry gives Associated Publications the advantage of year around preference.

Exhibitor interest for each publication in the A. P. Group of ten regional trade papers is maintained by well balanced editorial material valuable and welcome because it applies to local conditions.

Advertising in the A. P. Group gets the benefit of this friendly exhibitor reception. You get intensive coverage and intensive reader interest. And for convenience—one order, one plate, one billing.

FOR ASSURED RESULTS

TELL 'EM WHERE YOU SELL 'EM!

ON THEIR HOME GROUND THROUGH THEIR HOME TRADE PAPER

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS

FILM TRADE TOPICS

Covering San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City territories.

MOTION PICTURE TIMES

Covering Dallas and Oklahoma City territories.

MOVIE AGE

Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL

Covering Kansas City and St. Louis territories.

Motion Picture DIGEST

Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW

Covering Detroit territory.

EXHIBITORS' FORUM

Covering Pittsburgh and Buffalo territories.

The OHIO SHOWMAN

Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS

Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW

Covering Atlanta, New Orleans, Charlotte and Memphis territories.

National in Scope
Local in Service

ASSOCIATED PUBLICATIONS, Inc.

BEN SHLYEN, President and Publisher

NEW YORK OFFICE: 551 Fifth Ave.—Phone: MUrray Hill 2-10191

PUBLISHING OFFICE: 4704 East 9th St., Kansas City, Mo.

IN
ADVERTISING
THERE IS NO
SUBSTITUTE
FOR GOOD
RESULTS

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Star Names Important

In Northwest, But They Must Be Backed Up By Good Stories, Checkup Shows.

There are only 20 stars whose names mean a great deal to the box-offices in this territory, according to a MOVIE AGE survey.

And among the 20 there are a number who fail to demonstrate any considerable drawing power when their vehicles are not up to snuff and others who, because of infrequent appearances, are slipping badly as draws.

The outstanding magnets at this time include Greta Garbo, Marie Dressler, Norma Shearer, Joan Crawford, Will Rogers, the Gaynor-Farrell combination, Charlie Chaplin, Ann Harding, George Arliss and Clark Gable, exhibitors declare.

Gable has come to the front in amazing fashion and right now his name is very much of a box-office asset, it is agreed by exhibitors and distributors alike. The feminine fans in particular have taken an especial liking for him, according to MOVIE AGE information.

The others declared to have pulling power are Maurice Chevalier, the Four Marx Brothers, Constance Bennett, Richard Dix, Wheeler & Woolsey, Gloria Swanson, E. G. Robinson, Robert Montgomery, Ruth Chatterton and Eddie Cantor. These, however, are not in the front line or among the leaders, although many of their pictures are outstanding box-office attractions. Miss Chatterton has been slipping more than any one other star of late, according to MOVIE AGE information. The infrequent appearance of Gloria Swanson, Eddie Cantor and the Four Marx Brothers probably prevent them from being rated with the topnotchers.

In the larger cities, like Minneapolis, St. Paul and Duluth, Norma Shearer, Joan Crawford, Clark

(Continued on page 5)

Northwest Benefit Shows Succeed

Fifty Thousand Dollars Expected From Three State Cities Alone; All Communities Aid.

A tremendous exploitation and ticket-selling campaign, which were part of a skillfully organized program, put over the Northwest unemployment benefit shows with a bang last Friday. The strenuous efforts of those back of the drive were capped with splendid success.

Actual results have not been completely checked yet, but it is indicated that nearly $50,000 will have been realized for the national unemployment fund in the three largest Minnesota cities, Minneapolis, St. Paul and Duluth, alone.

In Minneapolis, 200,000 tickets were in the hands of sales girls and men who canvassed the entire city. School teachers urged pupils to attend the special matinees in the neighborhood houses and classes were dismissed for the afternoon. Ministers of the gos-

(Continued on page 4)

Publix Censors

Pictures That Might Be Objectionable in Smaller Towns After First Runs.

Publix Northwest division has instituted a censorship of its own, cutting out of pictures after their loop showings in Minneapolis, St. Paul and Duluth portions which might prove objectionable in neighborhood spots and the smaller towns.

As a result of this careful home-office supervision, complaints regarding screen offerings are few and far between at Publix headquarters or in official quarters.

Publix officials in Minneapolis say that if it is felt that any bits of dialogue or scenes will prove repulsive in neighborhood houses or small-town situations, these portions of the picture will be deleted if this can be done without destroying the continuity or in-

(Continued on page 5)

A PERMIT MUDDLE

Exhibitor Says No Opposition; Council Delays

Efforts of W. R. Franks, independent exhibitor, to obtain a license to operate a motion picture theatre at Fifty-Third street and Lyndale avenue, an uptown neighborhood, Minneapolis, are meeting with considerable opposition. On request of the Annunciation Church Parent-Teacher Association, the city council has deferred action on Franks' license application for two weeks.

Representatives of the association said they wish time to poll their members regarding the desirability of the theatre. They expressed the opinion the organization would vote to oppose the theatre's opening. Franks declares that a canvass of the neighborhood has failed to reveal any objections by the residents.

F.-M. Partner Visits

A Minneapolis visitor of the past week was Miss Fanchon Simon of the partnership of Fanchon & Marco, who provide all the stage shows for the Publix circuit of theatres, including the Minnesota. Marco is Miss Simon's brother as well as business partner. The pair at one time had a song and dance act in vaudeville. Today they are the world's biggest producers of unit musical shows.

Start Ates Short

Hollywood—Rosco Ates' next two-reel comedy for RKO-Radio Pictures has gone into production with Lloyd French directing.

Good Work!

By M. E. CUFFEL, Editor

THE Minneapolis committee in charge of the unemployment benefit performances are to be congratulated for the splendid manner in which they put over their drive. It speaks well for the ability and energy of these men, as well, of course, for their public spirit and bigheartedness. Their efforts well deserved the success which crowned them and the unemployed will derive the beneits.

Such men as W. A. Steffes, Theodore Hays and M. P. Kelly worked night and day to insure the campaign's success. They neglected their own personal affairs to de-

(Continued on page 4)

"Our Children" Is Ace; Others Below Average

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Nov. 20) — "Are These Our Children," sordid and unpleasant as it was and unsuitable for family trade, was the outstanding drawing card the past week. Helped by a big advertising and exploitation campaign and creating considerable comment among patrons, it gave the RKO Orpheum a very good week. Otherwise business was nothing to write home about. A splendid picture, "Rich Man's Folly," which can be recommended for every member of the family from grandmother down to the youngest kid, failed to draw at the Minnesota. The reason for this probably is due mainly to the fact that George Bancroft has been so long absent from the screen that he no longer is any magnet. Incidentally, this is one of his very best pictures and he does fine work in it.

Aster—**Women Go On Forever** (Tiffany), Clara Kimball Young and Marion Nixon. **Business:** 75 per cent. **Summary:** An amateurish and draggy drama about a girl who nearly goes wrong when she mistakenly believes that her sweetheart has deserted her. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**The Honor of the Family** (First National), Bebe Daniels and Warren William. **Business:** 75 per cent **Summary:** A rather crude picturization of the Balzac story of an adventuress' efforts to do a wealthy old man out of his fortune. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota — **Rich Man's Folly** (Paramount), George Bancroft. **Business:** 70 per cent. **Summary:** A deeply moving, stirring drama of a self-centered, selfish man who finally learned that love counts for more than wealth and power; Bancroft at his best; a fine picture for every member of the family. **Entertainment Merits:** 90 per cent. **Short Subjects:** Stage Show; Cartoon Comedy; Sound News.

RKO Orpheum—**Are These Our Children?** (Radio), Eric Linden and Rochelle Hudson. **Business:** 125 per cent. **Summary:** A sordid and unpleasant but timely and thought-provoking story of uncontrolled and jazz-mad modern youth; not for children. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Cartoon Comedy; Stage Show.

RKO Seventh Street — **Friends and Lovers** (RKO), Adolph Menjou and Lily Damita. **Business:** 40 per cent. **Summary:** A splendid cast wasted on a poor story about two soldier pals in love with the same woman; draggy and talky. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

State — **The Cisco Kid** (Fox), Warner Baxter, Edmund Lowe. **Business:** 80 per cent. **Summary:** A slow-moving and clumsy drama about an outlaw and the soldier assigned to capture him and their love for the same girl; far below the standard of "The Arizona Kid." **Entertainment Merits:** 70 per cent. **Short Subjects:** Newscasting; Football Thrills; Cartoon Comedy; Lulu McConnell Comedy.

United Artists' Pantages—**The Unholy Garden** (United Artists), Ronald Colman. **Business:** 90 per cent. **Summary:** Plenty of thrills and romance in this drama of the adventures and love affairs of a soldier of fortune. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Sportslights.

MILWAUKEE

Alhambra — **Reckless Living** (Universal), Mae Clarke, Norman Foster. **Business:** 100 per cent. **Summary:** From the stage play "The Up and Up," "Reckless Living" more or less an average picture. **Entertainment Merits:** 85 per cent. **Short Subjects** Universal Newsreel; comedy.

Garden—**Sherlock Holmes' Fatal Hour** (Twickenham Studios), Arthur Wontner, Jan Fleming. **Business:** 100 per cent. **Summary:** A British film in which the story of a counterfeiting gang, a gentleman gambler to be used as a tool, a pretty girl and a final encounter with the gang leader. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy and newsreel.

Riverside—**Secret Service** (R-K-O), Richard Dix, Shirley Grey. **Business:** 115 per cent. **Summary:** William Gillette's stage play makes a thrilling Civil War film, with Shirley Grey well placed against the background of old southern mansions and traditions. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville.

Strand—**Sidewalks of New York** (M-G-M), Buster Keaton, Anita Page. **Business:** 110 per cent. **Summary:** Here's a farce all about a millionaire's son who builds a gym in the tenement district, gets mixed up in a gang and falls in love. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox News and comedy.

Warner—**The Mad Genius** (W. B.), John Barrymore and Marian Marsh. **Business:** 110 per cent. **Summary:** Tragedy of the ballet master, who is born a dancer and can't dance because of his club foot, and is technically beautiful and the costumes and photography handsome. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Paramount News.

Wisconsin — **The Cisco Kid** (Fox), Warner Baxter, Edmund Lowe, Conchita Montenegro. **Business:** 95 per cent. **Summary:** Here is the second chapter of "In Old Arizona" presented in a quite satisfactory manner. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea, Fox News.

Benefit Shows

(Continued from page 3)

pel also brought the matter to the attention of their congregations and praised the cause as a most worthy one. Ticket booths were set up in all leading loop department stores and office buildings.

Despite the fact that in Minneapolis and St. Paul the campaign followed immediately on the heels of the Community Fund drives, the response was excellent. The popular prices of 25c for adults and 10c for children helped attract the crowds.

Martin P. Kelly of Publix, heading the exploitation and publicity committee, put over a ten-strike by inducing Will Rogers by telegram to include in his daily syndicated articles an appeal for support of the benefit shows. This article appeared on the front page of the Minneapolis Journal two days before the shows.

Newspapers gave freely of their space to help boost the shows. Display ads and front-page stories were contributed. Musicians, stage hands and bill posters contributed their services. Leading organizations, civic, commercial and religious, also got behind the campaign.

Among those who worked day and night and who deserve especial credit are W. A. Steffes, chairman of the general committee; Theodore Hays of Publix, and Mr. Kelly. Everybody connected with the drive, however, deserves a world of credit.

Hammrick Visits

John Hammrick, prominent Seattle independent movie magnate, was in Minneapolis last week, looking over the Publix houses. Hammrick, who owns a chain of theatres in Seattle, was the guest of Hal Daigler, Publix city manager, who at one time was employed by him.

Good Work!

(Continued from page 3)

vote themselves to what they felt was a worthy cause. They undoubtedly seek no praise or thanks. Knowing them as we do, we are fully aware that they feel that it has been sufficient reward to know that they have been able to bring so much material aid for the needy. The sense of satisfaction coming to them is a rich payment.

Thanks to the endeavors of such leaders as Hays and Steffes, all branches of the industry in the Northwest cooperated to the utmost extent. Harmony prevailed at all time. This was a factor in the drive's success. Another success was the oganizing and managerial ability, as well as the driving force which the leaders set into motion.

MOVIE AGE only regrets that lack of space permits it to congratulate publicly every person who played a part in the drive. Each and every one deserves the highest praise and the thanks of the entire community. Let us repeat: Good Work, Boys!

Sixteen-Reeler Is Ready for Russia

A Twin City studio and laboratory, the Ray-Bell of St. Paul, has just completed and delivered to Amptor Co. for the Russian government a 16-reel picture which required a year to complete. The St. Paul studio was commissioned by the Russian government to make the picture which shows how a modern railroad is operated. Giving the high lights of American railroading methods, such as the handling of passengers, mail, etc., the picture will be used for instructive purposes in Russia. It will be shown in all railroad centers and before all railroad executives and employes there and their study of it is expected to improve railroading in Russia.

Three crews worked on the picture, covering a railroad route from Chicago to Seattle on various lines. Before work began, Reid Ray, president of Ray-Bell, prepared a scenario which was submitted to the Russian government for approval. Considerable animated technical work is contained in the film, including charts, maps, etc.

The Ray-Bell studio has been engaged for the past 17 years in the production of motion pictures, mostly of an advertising and propaganda type. Among its output, however, has been "Up the Congo," which was distributed by World-Wide. Ray spent seven months in Africa shooting this picture.

Publix Censors

(Continued from page 3)

juring the picture's artistic qualities.

An instance of this self-inflicted censorship is "Bought." For the neighborhood and small-town showing of this picture, the most sensational portion of the seduction scene was entirely omitted. The part in question was not essential to the development of the plot and an audience would never suspect any deletion. As a result of the elimination, however, the picture became suitable for all members of the family and could arouse no objections.

House managers themselves are instructed to pre-view their pictures and be on the lookout for parts that might offend their patrons. The managers' recommendations regarding deletions are made to the main office which invariably abides by them.

Via New Color Process

Burbank — First National's "Manhattan Parade," starring Winnie Lightner, is being made entirely in the new Technicolor process.

CASH POLICY OKEH

No Exhibitor Protest, Declares Goldhammer

Warner Bros.-First National's newly inaugurated policy of requiring cash payments for all posters and other advertising matter purchased from their exchange has provoked no protests on the part of Northwest exhibitors, according to L. E. Goldhammer, manager of the Minneapolis exchange.

The new policy was put into effect in Minneapolis immediately after the Chicago meeting of exchange managers. H. M. Warner gave the orders to the exchange managers regarding the cash payment system which will apply nationally.

Under the system, exhibitors are required to post a deposit with the exchange or, in lieu thereof, pay for their posters or advertising matter when they call for same or accept them collect on delivery.

"There are no exceptions," said Mr. Goldhammer. "Publix is subject to the policy the same as the smallest independent exhibitor. We have had no complaints thus far. Publix made a sizable deposit with us immediately upon notification of the new policy."

The new policy eliminates all open accounts, doing away with considerable bookkeeping and effecting a considerable economy in this respect. It also will eliminate disputes and losses that have resulted from the credit system. No other distributor has a cash plan, but several are said to be considering its adoption.

MAY LOSE LA PINER

Publix Man Offered a Military Position

Film Row, Minneapolis, may lose one of its most popular members, Rob La Piner, office manager of the Publix Northwest division. La Piner, a war veteran, has been offered a post at Washington with former Mayor George E. Leach of Minneapolis, who has just been promoted to major general and commanding officer of the National Guard of the United States.

Much pressure is being brought to bear upon Publix by city officials and American Legion officials to induce La Piner to remain in Minneapolis. He has not made his final decision yet.

TO PATHE OFFICE

Twin RKO's to Utilize Pathe Quarters

Quarters for the combined RKO and RKO-Pathe exchanges will be the present Pathe exchange, 72 Glenwood avenue, Minneapolis, it is announced. The merging of the two exchanges and sales' staffs will occur shortly. Under the arrangement, the present quarters of RKO, 42 Glenwood avenue, on which the lease expires this month, will be abandoned. Mike Frisch of RKO will be the exchange manager, M. E. Montgomery, of Pathe, becoming a member of the sales' staff.

The original plan called for the leasing of the old First National exchange, First avenue, North, and Eleventh street, as the quarters for the combined RKO-Pathe exchange. But when a satisfactory deal could not be arranged it was decided to utilize the present Pathe exchange.

Stars Important

(Continued from page 3)

Gable and Ann Harding are going especially strong. In the smaller spots, as well as the bigger ones, Will Rogers, Marie Dressler and the Gaynor-Farrell combination lure in the customers best of all.

Exhibitors are practically unanimous in the declaration that the presence of outstanding names in the cast is a great business help and particularly a factor in getting a good opening for an attraction. First-rate pictures without notable names suffer a disadvantage as a rule and must build up slowly through word-of-mouth boosting, although there are exceptions in the cases of offerings the fame of which has preceded them or where the titles are magnets in themselves.

Screen "Ben Hur"

A screening of the newly-synchronized "Ben Hur" was held by Metro-Goldwyn at the Minneapolis Publix offices and drew a large and interested audience. Underscored and synchronized for sound, the famous picture, one of the biggest screen hits of all time, was splendidly received. It will be available for release shortly in the territory and is expected to prove a box-office smash.

Madison Robbery

Madison—The Majestic Theatre was entered here November 16 and $409.35 in cash and $273.93 in checks stolen. The robbery was discovered by a theatre employe when he arrived at the house the following morning.

U. A. ACHIEVEMENT

Three in Row Run Two Consecutive Weeks

United Artists boasts the unusual distinction of having three of its pictures in a row run for two consecutive weeks in Minneapolis. The pictures are "Palmy Days," "Street Scene" and "The Unholy Garden." Each enjoyed a fortnight engagement at the United Artists' Pantages Theatre. This is believed a record for any one distributor in Minneapolis.

Of the three pictures, "Street Scene" did the biggest business, playing to large houses throughout the entire 14 days. "Palmy Days" also did very well, while business for "The Unholy Garden" during the first week was sufficiently big to warrant its retention for a second week. The current United Artists' Pantages' offering is "The Age for Love," which also is expected to do well.

ULTRAPHONE DEALS

Seven Installations in Local Territory

Despite the depression, business is still plenty good with Ultraphone's Minneapolis office, 34 Glenwood avenue, presided over by Ted Karatz. During the past two weeks new Ultraphone sound equipment installations were completed at no less than seven Northwest theatres, including Jack DeMarce's, Benson, Minn.; Strand, Jewell, Ia.; State, Holstein, Ia.; Crystal, Robbinsdale, Minn.; Gem, Shakopee, Minn.; State, Spring Valley, Minn., and the Crystal, Greene, Ia.

The increase in business in the Chicago territory has necessitated the opening of permanent Ultraphone offices at 1223 South Wabash avenue. Business of the Milwaukee office, 647 Seventh street, North, is reported to be so brisk that two engineers are kept continuously busy.

Farrell's Next

Hollywood—Charles Farrell will play the leading role in the recently purchased John Golden play by Hugh Stange, "After Tomorrow." Three members of the original cast have been signed by Fox for the same roles they played on Broadway. They are Donald Meek, Barbara Robbins and Josephine Hull. Miss Robbins is a new "discovery."

Papa Perry!

Cliff Perry, second organist at the Minnesota Theatre, Minneapolis, is buying cigars these days. He's a proud daddy. It's the first and a boy.

THE PUBLISHER'S PAGE

What Is Wanted in Pictures?

A SURVEY conducted by the ten units of Associated Publications revealed interesting information as to what the public wants in the way of motion picture entertainment. The preference was for no special type of pictures; quality, regardless of type, was the demand. And with that stars and players—established names—signified pulling power. That's quite a different story from the belief that one type or another must come in cycles to hit the popular fancy that may be momentarily in swing because of the success of a single picture of a certain type.

IT has been said before and it will bear repeating that if anything has hurt the box offices throughout the country it is the cycle trend; the grooving and simultaneous releasing of pictures of a type; and the excessive copy-catting by all producers with too little originality in evidence. Because a "kid" picture makes a hit due to a new twist to a plot or because of good characterization by its players or simply because it is something broken out of the groove of sex, gangster or newspaper story, the market almost immediately becomes flooded with "kid" pictures. And they are all so much alike that it is little wonder that the shopping public is failing to patronize picture theatres like it is expected to—or, if you please, like it wants to.

VAUDEVILLE wasn't killed because talking pictures came in and took away vaudeville's patronage. It killed itself because it became monotonous. Some of the vaudeville bookers showed the poor judgment of booking acts for ten years that never changed a line of their dialogue; and one black-face comedian even sang the same songs for ten years. The legitimate stage wasn't murdered by the talking picture. It sounded its own death knell when it commenced to give the public too much of one type of production—the sex plot. There again monotony drove away patronage.

IN recent news reports producers expressed conflicting opinions as to what the public wants in the way of picture entertainment. One declares that it wants comedy and does not want hokum; another declares that it wants hokum; good old-fashioned romance with a little melodrama thrown in, etc. The truth of the matter is that the public wants everything that is good entertainment---the type makes no difference—but it must be good. And, further, it wants its entertainment diversified. Even the man who eats eggs for breakfast every morning wants the style varied every now and then.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office, 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago. Ill.; MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; NEW ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Tinker New Fox President

Interstate Head Succeeds Harley L. Clarke, Who Becomes Chairman of the Fox Board.

New York—Edward R. Tinker, president of Interstate Equities Corp. and holding a long list of directorships in many important corporatons, was elected president of Fox Film Corp., November 17. Tinker succeeds Harley L. Clarke who becomes chairman of the board.

Observers construe the appointment as a victory for the Chase banking interests, which is understood to have indicated a desire to take the lead in administrative affairs of the company. The banking company has approximately $110,000,000 invested in Fox.

In addition to Tinker and Clarke, the Fox board includes Albert H. Wiggin, Cornelius Vanderbilt, Philip R. Clarke, Frank O. Watts, George M. Moffett, Matthew C. Brush, C. W. Higley, Winfield Sheehan, David K. E. Bruce and Samuel W. Fordyce, with Sheehan the only film man in the group. Changes in the directorate are considered likely.

In announcing the appointment, Clarke issued the following statement:

"I have been hoping for some time that Mr. Tinker would undertake this responsibility and am delighted he has now accepted it. He comes to the corporation with a long experience in banking and business management. His election is a part of the consistent effort of the board of directors to strengthen management personnel and has the approval of the company's bankers. In accepting the presidency, Mr. Tinker continues his connection with the Interstate Equities Corp. which has participated in all the recent financing of Fox Film."

Tinker issued a statement reading:

"I have been interested in the affairs of Fox Film for some time. Mr. Clarke and I have been friends for many years and my relations with the bankers for the company have been equally cordial. I am looking forward to the renewal of pleasant relationships with old friends and associates."

KID TRADE IN A NOSE DIVE

Throughout the Country, Survey Reveals; Ratio Ranges from Two per Cent to Fifteen.

A need for more pictures appealing to the children, or necessity for more thoughtful attention by showmen to the undeveloped territory of juvenile patronage is indicated by a checkup last week by ASSOCIATED PUBLICATIONS on the percentage of children among theatre audiences of today. The survey, appearing in localized detail in separate ASSOCIATED regionals, is the most comprehensive checkup on juvenile patronage since the beginning of sound.

Kiddies Lose Interest

In Boston and the surrounding New England terrtory, percentage of children in theatre audiences is less than four per cent of the total attendance. In some New England towns this drops to less than two per cent. One-half of this attendance is on Saturday. "Sophisticated dialogue and lack of action speed that characterized the silent films, along with the general economic condition, are factors held responsible.

The percentage rises when we enter the Pittsburgh area. Here the rating is slightly above ten per cent, with the bulk of patronage on Friday afternoons and evenings and Saturday matinees. Many children are accompanied by their parents on these days. Serials, with actions or westerns on the program are the main attractions.

(Continued on page 9)

Federal Tax Planned

Hoover's Message May Request Tax Legislation to Reduce Tremendous Deficit of Nation.

Washington — That Congress must do something to reduce the anticipated two billion dollar deficit expected by the end of the present fiscal year is generally conceded. That an admission tax measure will be introduced as one means of revenue also is quite generally accepted. And congress will tackle the deficit reduction job next month. Proposals for the return to the war-time luxury taxes are expected.

President Hoover is in the midst of drafting his message to congress. A recommendation for enactment of taxation to reduce the burden upon the treasury is expected. The following figures give some idea of the return from war-time and post-war admission taxes:

In the fiscal year of 1921 the government secured a littlle less than $90,000,000 from the tax on admissions and dues. In the same year it secured $320,000,000 from taxes on transportation and insurance $230,000,000 from miscellaneous excise taxes and $92,000,000 from special taxes.

The admission form of tax is considered as one of the easiest ways of raising revenue.

HI-LITES IN THE WEEK'S NEWS

New York—No plans are being considered for the reduction of Paramount's 1932-33 program, according to Jesse L. Lasky who expects the company will make 65 features, the same number scheduled for the current season's release. Closing of the New York studio is not being considered, Lasky stated.

New York—Certain holders of Class A stock of RKO are endeavoring to enlist the aid of Class A stockholders throughout the country in revising the present plan of refinancing recommended by the company.

New York—The 52 features-a-year policy will be continued by M-G-M during the 1932-33 season, according to Nicholas M. Schenck, president.

Hollywood—Graham Baker has been placed in charge of the scenario department at Columbia studios.

New York — Publix has made approximately 50 partnership theatre deals during the past year, mostly on a 50-50 basis, with operation vested in Publix's partners.

Two More Maynards

Hollywood — Two big western specials, starring the cowboy hero, Ken Maynard, have been added to Tiffany Productions' 1931-32 program, according to announcement made by Sam Bischoff, in charge of production at the Tiffany studios. The first of the two is "The Texas Gunfighter," an original story by Ben Cohn, which will be directed by Phil Rosen.

Columbia Chain Deals

New York—Loew's New York Circuit, the Phil Smith chain, Interstate Theatre Corp., and the S. Kurson group, the three latter in New England, have closed contracts with Columbia which will assure presentation of the company's product in the theatres controlled by these organizations.

Lightman Advocates Family Night Plan

Memphis — Designation of one evening each week as "Family Night," when travelogues, musicals, clean comedies and newsreels will be presented is advocated by M. A. Lightman, president of the Motion Picture Theatre Owners of America.

This type of show will go far toward re-establishing family ties which have been broken up during the past few years, Lightman believes. In addition he thinks it will prove highly profitable as a revenue-producer.

Lightman's plan proposes that a representative board of local mothers appoint a committee to select subjects to be shown at these performances.

First Merger Steps

Hollywood—First steps in the merger of physical properties of the RKO-Pathe and RKO-Radio studios is now under way with the transfer of portions of the Pathe property department to the RKO-Radio Pictures studio.

Josephine Dunn Returns

Hollywood — Returning to the screen after nearly a year's absence due to illness, Josephine Dunn has been signed for a role in Paramount's "Two Kinds of Women."

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.

Alexander Hamilton—Warners (7). Historical drama which gives Arliss a chance to display his superb ability. Entertainment of the highest standard. (Oct. 6)

Bad Company—RKO-Pathe (78). Gangster picture which is different from the ordinary type with topnotch performance by Ricardo Cortez. (Sept. 29)

Bad Girl—Fox (90). Another Frank Borzage directorial achievement. James Dunn proves a fine discovery by Fox. (Sept. 1)

Beloved Bachelor—Paramount (68). Highly sentimental romantic type of story which should please generally. Paul Lukas and Dorothy Jordan co-starred. (Oct. 27)

Big Gamble—RKO-Pathe (63). Octavus Roy Cohen story with plenty of action and punch that should satisfy. Bill Boyd and Dorothy Sebastian co-starred. (Sept. 15)

Border Law—Columbia (54). Typical Buck Jones western with a thrill-a-second that shouldn't disappoint the lovers of the old-fashioned horse opera. (Oct. 27)

Bought—Warners (83). Constance Bennett and her father, Richard, stand out in this excellent production, mainly for class audiences. (Sept. 1)

Brat—Fox (65). Good entertainment for the majority. Excellent cast, including Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill and June Collyer. (Sept. 15)

Caught—Paramount (67). Fair programmer about a notorious woman desperado of the old West. Top honors go to Louise Dresser for her character role. (Aug. 25)

Caught Plastered—Radio (72). Wheeler, Woolsey and Lee together again in another mirthful laugh production, injected with bits of human interest. (Sept. 1)

Convicted—Artclass (63). Good murder mystery that is entirely plausible from beginning to end. Excellent cast headed by Aileen Pringle. (Oct. 20)

Dangerous Affair—Columbia (71). Jack Holt and Ralph Graves together again as buddies who have a series of exciting adventures in a haunted house. Excellent comedy mystery drama. (Oct. 6)

East of Borneo—Universal (74). Smash melodrama with all the mystery of the Orient and a jungle background to keep the audience gasping with suspense. (Sept. 8)

Fanny Foley Herself—Radio (72). Edna May Oliver in the title role makes this picture really worthwhile. It is 100 per cent Technicolor. (Oct. 20)

Five Star Final—First National (89). A powerful dramatic story that will get over big with any audience. Excellent cast starring Edward G. Robinson. (Sept. 22)

Guilty Hands—M-G-M (69). Another triumphant achievement for Lionel Barrymore in a story that strikes a new chord in plot technique. (Aug. 25)

Hard Hombre—Allied (65). The third of the Hoot Gibson series which should prove delightful entertainment for both mass and class. (Sept. 1)

Honor of the Family—First National (66). Broad and sophisticated screen fare not for general family trade; Bebe Daniels starred does excellently. (Oct. 27)

Man From Death Valley—Monogram (60). Tom Tyler in a pleasing action story with some thrilling gun play. (Oct. 6)

Mystery of Life—Universal (73). Interesting film propounding the Darwin theory of evolution with explanatory remarks by Clarence Darrow and Dr. H. M. Parshley. (Aug. 18)

New Adventures of Wallingford—M-G-M (94). Another winner for M-G-M. Cast headed by William Haines brings the famous George Randolph Chester characters out in the finest manner. (Oct. 20)

Night Life in Reno—Artclass (60). Mrs. Charles Farrell (Virginia Valli) in a society drama with the famous divorce city as a background. (Sept. 8)

Pagan Lady — Columbia (77). Picture smacks of "Rain" in its motif of religious repression and Evelyn Brent is somewhat of the Sadie Thompson type. (Sept. 29)

Palmy Days — U. A. (78). Lively and tuneful song and dance production featuring Eddie Cantor; sure fire box office in any spot. (Oct. 13)

Pardon Us—M-G-M (55). Laurel and Hardy score in their first feature-length comedy as two inmates of the Big House getting into one mess after another. (Aug. 18)

Penrod and Sam — First National (71). Booth Tarkington story that never grows old. Just the type of picture for family trade. (Oct. 6)

Personal Maid—Paramount (74). Nancy Carroll in a story that fails to convince; good entertainment nevertheless. (Sept. 22)

Politics—M-G-M (73). Dandy Dressler-Moran feature which won't disappoint the fans. (Aug. 11)

Riders of the Purple Sage—Fox (58). The popular Zane Grey story brought to the screen again. Will please western fans in the smaller houses. (Oct. 13)

Road to Singapore—Warners (73). Tropical romance with implausible story which depends mainly on William Powell for its chief draw. (Oct. 13)

Secrets of a Secretary—Paramount (79). Claudette Colbert in a smart society drama supported by a cast of new faces that get over well. (Sept. 8)

Shanghaied Love—Columbia (67). Thrilling romance and adventure sea story of clipper ship days with a strong cast headed by Richard Cromwell, Noah Beery and Sally Blane. (Oct. 20)

Side Show—Warner Bros. (69). Story of circus life which should appeal to the pop crowds. Winnie Lightner is most of the show. (Sept. 29)

Silence — Paramount (69). Interesting film fare for any audience. Clive Brook does masterful work with his part. (Sept. 15)

Sidewalks of New York—M-G-M (73). A Buster Keaton picture that can't miss for laugh purposes; able support by Cliff Edwards, Anita Page and Norman Phillips, Jr. (Sept. 22)

Skyline — Fox (68). Popular entertainment that sholud get over anywhere. Thomas Meighan and Hardie Albright as father and son do exceptionally fine work. (Oct. 20)

Smart Woman—Radio (67). Cast keeps this one above average entertainment value; Mary Astor is convincing. (Oct. 27)

Spider—Fox (59). Mystery and murder worked out on a different angle with Edmund Lowe cast as a magician. (Sept. 22)

Spirit of Notre Dame — Universal (80). Excellent football subject, fast moving and crammed with action. J. Farrell McDonald as Knute Rockne does a fine job. (Oct. 13)

Star Witness—Warner Bros. (68). Should prove a sure fire despite the gangster angle. Good cast with Walter Huston and Charles (Chic) Sale. (Sept. 29)

Street Scene—United Artists (80). From the Elmer Rice stage success which won the Pulitzer prize; direction and camera work of the highest calibre. (Sept. 29)

Susan Lenox—M-G-M (75). Poor vehicle for Greta Garbo who rises above the story and by her performance makes a highly interesting feature. (Oct. 27)

This Modern Age—M-G-M (67). Typical Joan Crawford offering based on the story "Girls Together." Only fair production and nothing to rave about. (Sept. 8)

Too Many Cooks—Radio (77). Excellent picture for family trade featuring Bert Wheeler and Dorothy Lee; good, clean comedy throughout. (Aug. 18)

Transatlantic—Fox (74). Romance, suspense and action combine to make this far above the average film with Edmund Lowe carrying his role to perfection. (Aug. 18)

Traveling Husbands—Radio (74). Picture packed with entertainment and interest sustained throughout. Good cast headed by Evelyn Brent. (Aug. 18)

Twenty-four Hours — Paramount (66). From Louis Bromfield's popular novel of gruesome happenings that occur during 24 hours. Clive Brook heads the cast. (Oct. 13)

Unholy Garden—United Artists (75). A Ronald Colman picture that can't help but click anywhere. Good action and well directed. (Sept. 22)

Waterloo Bridge — Universal (80). An outstanding picture directed by James Whale. Mae Clarke and Kent Douglass convincing in the leads. (Aug. 18)

Wicked—Fox (55). Too much sordid prison sequences and only for the brightening up by Una Merkel the picture would be rather morbid. (Oct. 6)

Young As You Feel — Fox (72). Good, clean entertainment that should register big in any house. Wil Rogers as good as ever. (Aug. 18)

Juvenile Patronage Off, Reports Show

(Continued from page 7)

And here is a significant fact, one that censors are using; three of several dozen exhibitors interviewed do not permit their own children to view many of the films they exhibit.

Profits are cut into most Saturday matinees due to the fact that at many houses a double feature and short subjects are used in addition to novelty prizes and premiums.

Children are not satsfied with talking pictures, most of which they cannot understand. "They cannot make the noises they used to in showing their appreciation and excitement," stated one theatre man. "The kids like their bad men bad, so that they can spot him from the time he enters the pictures. In the average picture today, they don't know which is the bad man, and are so confused that they fail to take interest. The kid patronage is very poor. They like slapstick comedy and "stunt" pictures best. Many children are forbidden to attend the ordinary run of today's productions; others don't have the cash."

Northwest Makes Bid

In the Northwest a strong bid is being made for juvenile trade, particularly is this true in the Milwaukee division. Fox there has its Mickey Mouse Club, attracting some 20,000 kiddies. Warner theatres also have organized kid clubs and feature special Saturday programs. Indies are striving to bring the children in. Condition in Minneapolis sector is similar to that in Milwaukee, with less attention to special features.

Detroit and Chicago report percentages ranging from five to around fifteen, special programs and clubs largely responsible for the higher ratings. Double features are knocking Chicago's child patronage into a cocked hat, according to reports.

Need for Actions

A survey of representative theatres in the Cleveland territory reeals an average kid attendance of about ten per cent. In some spots the take rises to 50 per cent on special days, only to be brought down by many barren sections.

Asked whether there s a shortage of feature films suitable for exhibition for children, all Cleveland exhibitors agreed that such a shortage does exist, at the same time stating they have no way of determining just what type of picture children want to see.

Birthday and Mickey Mouse clubs, opportunity or local talent nights and special programs boost the Kansas City and St. Louis territories to around fifteen per cent. The Better Films Council in St. Louis pays particular attention to selection of pictures suitable for children. A similar organization is being formed in Kansas City for that purpose.

Exploitation Draws Them

Atlanta reports attendance in southeastern downtown first runs as less than five per cent, with higher averages in all suburbans. New Orleans in this area draws in the children by continuous exploitation and special attractions. Juvenile patronage has steadily declined throughout the South, reports from Dallas and Oklahoma City substantiating the Atlanta checkup.

A comprehensive investigation of the West Coast reveals a most decided decline. In many points, particularly around San Francisco, kiddie trade drops to nearly three per cent. Surplus of dialogue and sophisticated film fare is said to be chiefly responsible.

Small town exhibitors and those operating in suburban sections declare there exists a need for kid pictures to bring back both the young and old to the theatres. Concerted efforts on the part of men's and women's clubs are being made to increase the low percentage of juvenile trade in this section.

BLUE TO HOFFMAN

Series of Eight for Next Season

Hollywood — After a national survey of public demand, conducted through exhibitors and independent exchanges, M. H. Hoffman has signed Monte Blue to a long-term contract.

Eight specials starring Blue will be offered by the producer for next season. Variety will be stressed in the choice of stories, to give Blue an ample opportunity to show the versatility that made him one of the biggest box-office stars in the history of motion pictures, Hoffman states.

Production and release will be through Allied Pictures Corporation, whose second year's product will also include eight Hoot Gibson Western specials and the Stage Classics series, beginning with "File 113" now in production under the direction of Chester M. Franklin.

A Columbia Premiere

New York—Columbia Pictures' "The Guilty Generation" with Leo Carrillo and Constance Cummings in the leading roles, had its premiere at the New York Strand, Thursday, November 19.

CHANGE PLANS

New Radio Schedule to be Started Soon

Hollywood — Following the announcement of changes in production plans for RKO-Radio Pictures by David O. Selznick, executive vice-president in charge of production, comes word of the steps toward this direction.

William LeBaron, who is to be in charge of special productions for RKO-Radio Pictures, is to handle filming of the next starring vehicle for Wheeler and Woolsey, "Girl Crazy."

Herman Mankiewicz has been borrowed from Paramount to write the dialogue for the film, and Jane Murfin has been assigned to do the adaptation. Eddie Quillan is to play the juvenile lead, and Wm. Seiter is to direct. "Girl Crazy" s from the musical comedy by Guy Bolton, George and Ira Gershwin.

Production on the Richard Dix air film, "The Lost Squadron," has been temporarily suspended, and changes are now under way on the script. Wallace Smith has been assigned to write the adaptation of the new version, and Norman McLeod has been borrowed from Paramount to collaborate on the story, which is based on the recent Liberty Magazine serial by Dick Grace. Hugh Herbert is to replace Paul Hurst in one of the "heavy" roles, and previously announced for roles in the film are Mary Astor, Eric Linden, Erich von Stroheim, Joel McCrea and Dorothy Jordan. Paul Sloane is to direct.

Another "Quiet" Honor

Universal City—"All Quiet on the Western Front" has been awarded the Photoplay Magazine Gold Medal as the best picture of 1930. With the winning of this medal, which is announced by James Quirk, editor of the magazine, this Universal production has received every award that could possibly be received by a picture made in 1930. Furthermore, it has received more awards than were ever accorded to any motion picture ever made. When Carl Laemmle received from Quirk the Photoplay Magazine Medal, it marked the fourth symbol of the preeminence of "All Quiet" which has been given to him.

Kahane Discusses Problems of RKO

New York—B. B. Kahane discussed the present Radio-Keith-Orpheum financial problems at a round table meeting with daily newspaper, business and trade press reporters Wednesday. He charged the company's existing financial problems to Hollywood, acquisition of Pathe and the decline of foreign business and the fall of British sterling. He stated that these factors caused a decrease in the company's income, forcing plans for new financing and revision of the budget.

Speaking of the Hollywood responsibility in the present condition, Kahane referred to M-G-M. He cited economies at these studios where Selznick recently took charge.

As to acquisition of Pathe, Kahane stated RKO put $7,000,000 into that company and that there was no income while the consolidation was being worked out. The decline of the pound reduced foreign income from one-third to one-fourth of the total gross, thereby affecting the amortization schedule, he asserted.

Offer From RCA

Kahane struck out at factors he said were creating the impression that RCA was "trying to steal the company." RCA "reluctantly" agreed to underwrite the new financing out of a sense of obligation as RKO's largest stockholder and because it had furnished the management for this company, he declared. If no substitute plan is forthcoming, if opposition develops, RCA will withdraw its offer, he said. In that event Kahane believes receivership is practically inevitable.

Three Courses Open

The new plan of financing, to be voted on at a special meeting December 10, calls for reduction of Class A stock to one-fourth the amount now outstanding, the Class B stock, which is held by RCA, being recalled and reclassified as common. Stockholders are called upon to purchase an issue of $11,600,000 in debentures under penalty of sacrificing 75 per cent of their stock interest. RCA is to receive 125,000 shares of the new stock in exchange for its 500,000 shares of Class B; will participate in the subscription through its holdings of Class A and will purchase any debentures remaining unsubscribed, together with the accompanying stock.

Ratification of the plan and purchase of the debentures, retention of 25 per cent of their stock in the hope that it someday may be worth more than the present 100 per cent, or a receivership, which Kahane says chances are slim of averting, are the three courses open to the stockholders. Should a receivership result, Kahane says he can't see where stockholders will "get a nickel for their stock."

THE FILM D

inclu

THE FILM DAILY

—Complete, concise news of the industry day by day.

WEEKLY FILM DIGEST

—Every Sunday—A standard 12-page issue departmentized. The reviews of features and shorts, in this issue, are unsurpassed.

SHORT SUBJECT QUARTERLY

—What's what in the field of short subjects.

THE FILM DAILY is recognized as a leader in the field of motion picture publications. Fourteen years of serving an industry with daily news has put this publication in a class by itself. Exhibitors the world over have been using THE FILM DAILY reviews of features and short subjects to help them in their bookings for years, realizing that they are of exceptional value to them. THE FILM DAILY presents news of the industry in such a manner that he who runs may read. In this business where time is so valuable, short snappy news items which give the reader the news, without a lot of superfluous text matter to wade through, make a publication of added value to the reader. THE FILM DAILY news is accurate. There are correspondents of THE FILM DAILY in every important city in the world. When people subscribe to THE FILM DAILY they get news when it is news and in this ever changing industry one cannot afford to wait. Subscribers who have been subscribers for years and years find that this publication is indispensable to them.

THE SHORT SUBJECT QUARTERLY, an issue devoted to the short subject field giving exhibitors all the news about shorts, has long been recognized by our readers as one of the finest editions obtainable. Every three months the Sunday issue of THE FILM DAILY contains from 24 to 64 pages and covers the short subject field from beginning to end. Schedules of company releases, pages of shorts reviews, production activities in this field, together with countless ideas on how to sell short subjects to the public, are all included in this issue. All of these ideas are tried and proved. This is an exceptionally valuable issue to the theatre operator who plays shorts of any description.

All included in a yea
FILM DAILY for o

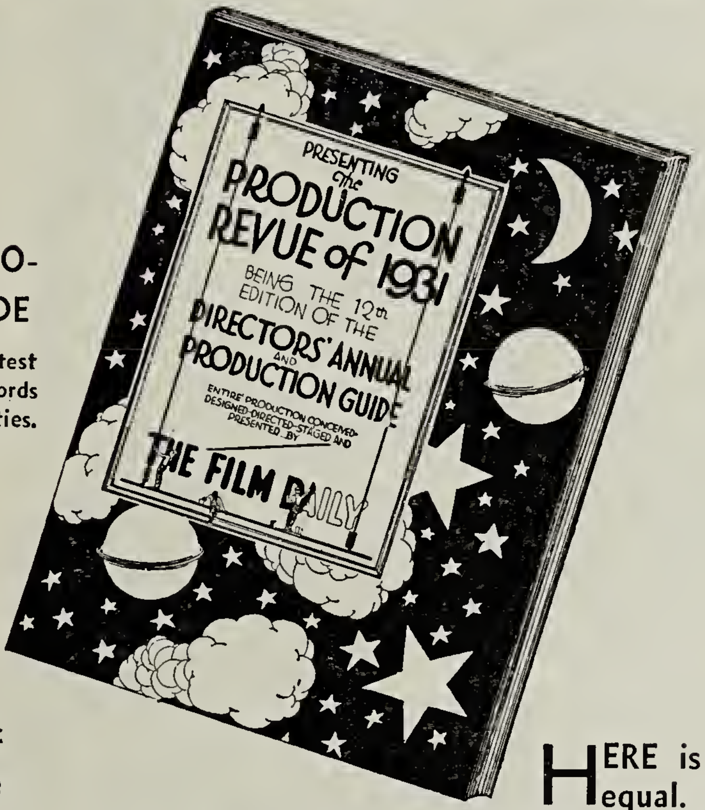
An All Year Service,
By far, THE BEST BUY OF THE

AILY *Service*

es--

DIRECTORS' ANNUAL & PRODUCTION GUIDE

—Every June—The latest developments and records of production activities.


PRESENTING
The
PRODUCTION
REVUE of 1931
BEING THE 12th EDITION OF THE
DIRECTORS' ANNUAL
AND
PRODUCTION GUIDE
ENTIRE PRODUCTION CONCEIVED-DESIGNED-DIRECTED-STAGED AND PRESENTED BY
THE FILM DAILY

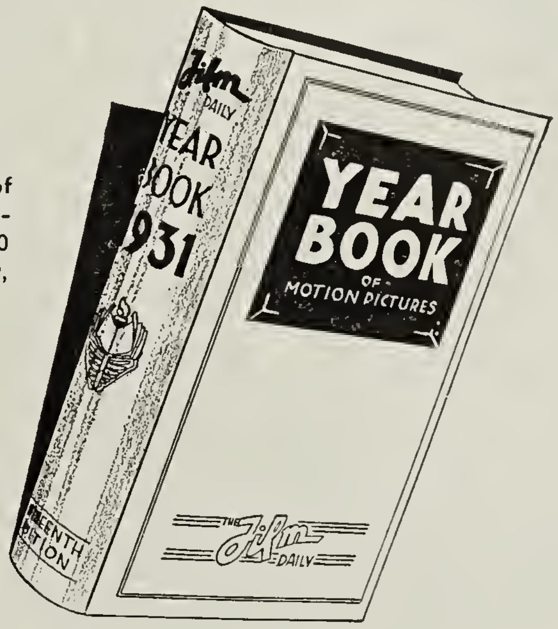
THIS volume of 200 or more pages covers the production field from A to Z. Biographies of directors—Company releases covering shorts as well as features—A complete list of the releases of the year—Players and their work—Authors and their work—Cameramen and their work—The work of scenarists—Studio personnel—A complete directory for directors—The ten best directors of the year as selected by the critics of hundreds of leading newspapers the country over—Special articles of interest to everyone connected with the production, distribution or exhibition of motion pictures, etc. This volume is bound with heavy covers, weighs 2½ pounds, printed on heavy coated stock in two or three colors and all information presented in a breezy and interesting fashion. This volume is included in THE FILM DAILY SERVICE.

subscription to the
y $10.00 a year

DAY

THE FILM DAILY YEAR BOOK

—Every January—A compendium of records and facts on the entire motion picture industry. Over 1,000 pages, cloth bound, size 6 x 9, weight, 4½ pounds.



HERE is a volume which has no equal. Everything pertaining to the motion picture industry can be found within its covers. This important volume which runs well over 1,000 pages each year contains a showman's manual of 32 pages of ideas which are practical. The ideas are not just theory, they are ideas which have been used to satisfaction. They are so grouped and arranged so that no matter what type of picture an exhibitor is playing, he can find stunts which will help him sell his picture to the public. The Year Book contains a complete list of theatres throughout the country, circuit or individually owned. A list of more than twelve thousand features released since 1915 together with review dates and distributors' names. A complete list of all features released during the year with all data, such as players' names, directors, etc. A buying guide that is unsurpassed, giving names and addresses of all important equipment venders listed under products handled by them. Personnel of all major producing and distributing companies. Addresses and officers of important societies. A summary of arguments against censorship. Censor boards and their personnel. The ten best pictures of the year. A financial section showing the financial structure of the major companies. A foreign section which gives you a survey of the foreign field. These are only a few of the many subjects of interest found within its covers. THE FILM DAILY YEAR BOOK is also given free with a year's subscription to THE FILM DAILY.

THE FILM DAILY
1650 Broadway
New York City

Gentlemen:—

Please enter my subscription to the FILM DAILY, and The Film Daily Service.

I enclose $10.00 (foreign $15.00).

Name ....

Street ....

City.............................. State.................

MOVIE
GOSSIP
1931
NOVEMBER
10¢
GRETA
GARBO

BUILD Good Will and BETTER BUSINESS

HERE'S HOW

You are Offered

A fan magazine which will be asked for, and READ, by every lover of motion pictures.

Contains sixteen pages of intimate Hollywood news and gossip, beautifully illustrated.

Printed on fine paper stock with engravings reproduced from attractive art layouts.

Carries no advertising except your own, for which the back page is reserved.

A sure-fire box office stimulator which is **available to you at a price which enables you to give it away.**

Will be eagerly watched for each month.

YOUR EXCLUSIVE HOUSE ORGAN

Increase Patronage

Distribute This Snappy Fan Magazine in Your Town

WRITE FOR DETAILS
USING THIS COUPON→

MOVIE GOSSIP,
32-34 West 20th St.,
New York, N. Y.

Without obligation please send me copy of the current issue of MOVIE GOSSIP.

Name____

Street address___________________________________

City________________________ State_____________

Theatre____

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Bringing in The Kids

THE showing of kid pictures in New Orleans has been reduced to a science by the management of the Saenger Theatre.

Eighteen months ago this theatre organized the Kiddie Club, which now has a membership of approximately 15,000, with dues of five cents a year, which includes a Booster button and a membership card. Members are admitted to the Saenger Theatre each Saturday for ten cents, while the regular admission to nonmembers is fifteen cents.

A special program is presented in addition to the current film feature and musical acts followed by a serial, so dear to the hearts of the youngsters. "The Galloping Ghost" is on tap this week, and is d-e-l-i-g-h-t-f-u-l, as the late President Roosevelt was wont to remark. In intermissions between reels thousands of lusty young voices swell various choruses from the "Million Dollar Baby," "Guilty," "I Don't Know Why" and others that have made fortunes for the song writers. As the "patrons" file out, candy is distributed to each, varied occasionally by popcorn and peanuts.

Adult attendance is not encouraged at these Saturday performances. There is a method in the madness of the Saenger management in the organization of the Kiddie Club. Naturally these boys and girls will grow up. As their first amusement thrill was in the Saenger Theatre, naturally when they reach the age of discretion, the Saenger for them and so on till the final curtain is rung down on their lives.

Another thing—the kiddies advertise the Saenger Theatre not only in their own households, but the entire neighborhood as well.

Not only is the activities of the club restricted to the film productions of the Saenger Thaetre, but on each Fourth of July the management treats the members to a picnic at one of the city's breathing spots, in which refreshments—all they can gorge, are furnished free, preceded by a parade. Last year 22 blocks were acquired to accommodate the marchers. In addition to the Saturday morning activities, youthful talent is featured twice a year in a revue staged especially for the adult clientage. These kiddie revues have been profitable to the theatre's box-office, especially during the Christmas week, when a magnet is necessary to draw adults from the shopping district.

Loew's State also caters to the youngsters each Saturday in what is termed a "Birthday Club" and have enrolled about 10,000 members in good standing, who are also admitted for ten cents and the presentation of a membership card. Special films are projected and the entire vaudeville bill change their acts for the benefit of the juvenile attendance. The Birthday Club is a new venture, not as old as the Saenger Boosters, but it serves its purpose just as well. Adults are not encouraged to attend during this special entertainment.

"Family Honor" Contest Draws in Milwaukee

A CLEVER exploitation stunt was staged by Ben R. Katz, advertising manager for Warner Bros. in Wisconsin in connection with the showing of "Honor of the Family" at the Warner Theatre in Milwaukee.

Sealed envelopes measuring 6½x3½ inches were distributed to the patrons leaving the theatre with the words on the outside: "The inside of this envelope is worthless if you think nothing of the Honor of the Family!"

Inside the envelope was a slip, 10x5½ inches, listing on one side the rules for a contest and on the other advertising the picture. The contest involved the writing of a sentence using "Honor of the Family" as the underlying thought. A pair of tickets were awarded free to 50 persons submitting the cleverest sentences in connection with this contest.

Fred Reeths, manager of Warners' Sheboygan Theatre in Sheboygan, recently staged a clever stunt in connection with the showing "of Five Star Final". He secured 5,000 wooden whistles which were distributed about the city with the following inscription upon them: "We've got something to blow about. Edward G. Robinson in 'Five Star Final,' a tremendous newspaper drama thrilling to its final scene."

Big Tieups Feature "Palmy Days" Run

IN ushering in the premiere of Samuel Goldwyn's "Palmy Days" at the Denver Theatre, Denver, Manager Holmes Swiger built his entire exploitation campaign around the tie-ups offered in the press book on this Cantor comedy. And in every case his stunts resulted in securing generous window space and flooding the city with literature which brought the crowds to the theatre.

A tie-up with a baking company resulted in securing special banners with picture of Eddie Cantor dunking a piece of bread. These banners were draped on both sides of 60 delivery trucks which paraded the city in advance and three days during the run of the picture. More than 50,000 heralds were distributed through a tie-up with a pastry shop. A grocery company made mention of the picture in a three-column ad used in all Denver dailies. The ad tie-up offered free tickets to persons whose names were mentioned in the ad. Reproductions of the ad were pasted on the windows of the company's 180 stores throughout the city. Free coffee and cake was served in the lobby of the theatre. Besides the above tieups all Denver music and bookstores arranged displays in their windows publicizing the engagement.

The lobby of the theatre was decorated with special cut-outs consisting of Eddie Cantor with large gilt-tinsel letters on a velvet background, making a striking display seen for blocks away. Swiger also secured great breaks in all the local dailies with cuts and feature stories on Eddie Cantor.

Short Is One-Half of "Double Bill"

A DEPARTURE from the conventioned double feature program was innovated recently by the Liberty Theatre in Seattle. In a one-half page newspaper ad in the Seattle Star, the Liberty Theatre advertised a "Big Double Feature Program," with the Mack Sennett-Bing Crosby two-reel comedy, "I Surrender Dear," offered as one-half of the "double feature program." The two-reel comedy, billed over the feature picture, was given two-thirds of the half-page dvertising space in the newspaper.

Rural Bill New Col. Radio Feature

THE Thompson Cove Folks, a new feature of Columbia Pictures' radio service, presents two rural characters discussing the company's current product in their quaint New England style with cut-ins of scenes from the production. They go on the air every Saturday night from 10 to 10:30 p. m., over Station WFOX, Brooklyn, N. Y.

The series opened with a presentation of "Pagan Lady" in which Evelyn Brent was featured on the screen, and was followed by "Shanghaied Love," the photodrama featuring Richard Cromwell and Sally Blane. This week the subject under discussion by these entertaining country "folks" will be "A Dangerous Affair," in which the buddies, Jack Holt and Ralph Graves, are featured as a team. A stock company composed of professional players and radio stars enact "The Thompson Cove Folks" series.

The ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
L. C. REED, Manager

LOS ANGELES
WILSHIRE at RAMPART

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Photophone Wiring Studios for Royal

Believed to indicate an increase this winter in production activity in the east, especially among independent producers, RCA Photophone recording equipment is being installed at the Royal Studios, Grantwood, N. J. Activity will get under way with this system early in December.

Photophone's recently developed ground noise reduction recording equipment and ribbon microphone transmitters will be included in the in Royal Studio installation, and the plant also has acquired one of the Photophone trucks and complete equipment for location work. The studio has a main stage 96 feet long by 65 feet wide and 26 feet high, a small stage 64 feet wide and 36 feet high a completely equipped carpenter shop, commodious dressing rooms, cutting rooms, projection rooms, two large scoring rooms and a television stage.

Andrew J. Brislin, president of Royal Studios, Inc., was for many years identified in an executive capacity with the Westinghouse Air Brake Co. He is secretary and trustee of the East New York Savings Bank and treasurer of the Empire Title & Guaranty Company, both of Brooklyn. Leo Beck, chief engineer of Claude Neon Lights, is vice-president; Cornelius A. Brislin, trustee of the Richmond Hill Savings Bank, treasurer, and John Brislin, Jr., vice-president of the Brislin Lumber Co., Inc., is secretary.

MEXICO LICENSEE

Empire Producer Using RCA Photophone

Maurice A. Chase, president of Empire Productions, S. A., the new sound motion picture producing corporation that built large studios at Empire City, in the Chapultapec Heights section of Mexico City, has purchased a complete studio recording unit from the Mexico Music Company, distributor for RCA Photophone, Inc., and immediately following its installation, which will be within thirty days, will begin the first of twenty feature pictures, 104 short subjects, and a sound newsreel for distribution among Latin American countries and Spain.

"Two studio buildings, which are located in a plot of 135 acres, are completed and one large stage is nearing completion," said Mr. Chase. "Two of the studios, administration building, cutting and projection rooms and laboratory have been completed. One of the studio buildings is 208 feet long by 125 feet wide and 60 feet high.

RECENT ERPI JOBS

Trend Reveals Increase in Sound Sales

C. W. Bunn, general sales manager of Electrical Research Prodlist of recent theatre contracts for ucts, has announced the following Western Electric Sound System installations:

Wanoca, Wallace, N. C.; Victoria, Blossburg, Pa.; Paramount, Greensboro, N. C.; Grand, Ronceverte, W. Va.; Empire, Sellersburg, Ind.; Majestic, Jetmore, Kas.; Rialto, Bedford, Ia.; Odeon, Mason, Texas; Doric, Detroit; Ohio, Loudonville; Pearl, West Depere, Wisc.; Bobbie, Brooklyn; Band Box, Philadelphia; Court St., Buffalo; Gable, Sharon, Pa.; Palace, W. Asheville, N. C.; Tangerine, St. Petersburg, Fla.; Avon, Buffalo; Bonita, Marion, Ala.; Dalton, Dalton, Ill.; Park, Buffalo; Whiteway, New Haven; Ridge, Lackawanna, N. Y.; Guild, Crystal City, Texas; Ritz, Abilene, Texas; Grand, East Troy, Wisc.; Hastings, Hastings, N. Y.; Temple, S. Lyons, Mich.; Broadway, Ft. Wayne, Ind.; Belvedere, Pomona, Calif.; Union Square, San Francisco; Southgate, Southgate, Calif.; Whiting, Thermopolis, Wyo.; Virginian, St. Charles, Va.; Alczar, Brocton, N. Y.; Grand, Pt. Allegany, Pa.; Capitol, Leominster, Mass.; Colonial, Utica, N. Y.; Walker, Brooklyn; Park, Lee, Mass.; Globe, Meade, Kas.

Paramount, Oakland, Calif.; Crescent, Shawano, Wisc.; Avalon, Wilmington, Calif.; Happy Hour, Buffalo; Garden, Cumberland, Md.; Windsor Opera House, Windsor, Mo.; Eureka, Baltimore, Md.; Ensley, Ensley, Ala.; Frontier, Buffalo; Pastime, Conway, S. C.; Embassy, Cumberland, Md.; Opera House, Fillmore, N. Y.; Palace, Mt. Jewett, Pa.; Burrett Opera House, Weeds Port, N. Y.; Dixie, Tipton, Okla.; Loveland, Loveland, Colo.; New Weed, Shastina, Calif.; Camo, Keansburg, N. J.; Broadmoor, Bloomfield, N. J.; Strand, Steelton, Pa.; Pictureland, Metropolis, Ill.; Ohio, Dayton; Ritz, Caldwell, Kas.; Fox, Billings, Mont.; Wyalusing, Wyalusing, Pa.; Lotus, Allentown, Pa.; Carthage, Carthage, Miss.; Lyric, Genova, Ill.; Hillcrest, San Diego, Calif.; Liberty, San Diego, Calif.; Wade, Moorehead City, N. C.; New Miramar, Milwaukee, Wisc.; Star, Clinton, Ill.; Dixie, Atlanta, Ga.; City, Woodruff, S. C.; Mary Lou Kansas City, Mo.; Dreamland, Hewley, Pa.; Community, Watertown, Conn.; State, Springdale, Conn.; Temple, Yates Center, Kas.; Grand, Sparta, Ill.; Embassy, Kelso, Wash.; Old Court, Quanah, Tex.; Park, Ashley, Pa.; National, McRae, Ga.; Best, Hazelhurst, Mass.; Patio, St. Petersburg, Fla.; Scout, Oakdale, La.; Carlson, Mayville, N. Y.; Vic, Chicago; Earle, New Philadelphia; Elm, Philadelphia; Spruce, Philadelphia; Bay, Brooklyn; Park, Lackawanna, N. Y.; Avenue U, Brooklyn; Bison, Dallas, Texas; Arlington, Arlington Hgts., Ill.; German House, St. Louis, Mo.; Carolina, Mullins, S. C.; Opera House, Skowhegan, Me.; Colonial, Orange, N. Y.; Roxy, Mt. Union, Pa.; Laverne, Laverne, Okla.; State, So. San Francisco, Calif.; Boulevard, Los Angeles, Calif.; Lyric, Billings, Mont.; Capitol, Cumberland, Md.; Wayne-Palace, Philadelphia; Astor, Allentown, Pa.; Ritz, Madison, Fla.; Matawan, Matawan, N. J.; Newkirk Brooklyn, N. Y.; Columbia, Providence, R. I.; Pelham, Philadelphia; Uptown, St. Louis, Mo.; Crandon, Crandon, Wisc.; State, Newark, Del.; Crescent, Mahoningtown, Pa.; Gable, Sharon, Pa.; and the Rialto, New Britain, Conn.

"—the answer to your projection problems—"
H. H. Strong.

For Sale by Independent Supply Dealers.
The Strong Electric Corporation
2501 LAGRANGE ST., TOLEDO, OHIO
Export Office: 44 Whitehall St., New York City, N. Y.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

VICE-PRESIDENT CURTIS and his sister, Mrs. Dolly Gann, got a real Hollywood reception and a glimpse of another side of the flicker industry that left them dazed to the 'nth degree. Attending the premiere of M-G-M's "The Champ," at Grauman's Chinese, left the distinguished visitors nothing short of stunned.

The flicker industry had arranged the usual fanfare for the occasion and the presence of a vice-president and his sister gave an added touch that drew a crowd stretching several blocks. The noted brother and sister arrived at the theatre with Mr. and Mrs. Louis B. Mayer, escorted by a motorcycle squad.

* * *

"Final Edition," Columbia's newspaper yarn, will bring Mae Clark to the silver sheet in the role of a sob sister. She has been borrowed from Universal to play opposite Pat O'Brien who will be seen as the city editor. "Final Edition" was written by Dudley Nichols, former World employee, and it is to be produced by Ralph Block, also a former gentleman of the press. There's a chance for the daily rags to get a fair break yet.

* * *

"Hollywood Voice and Screen Test Studio"—that was the elaborate cognomen under which Marvin Hart and Jack Zukor, Hollywood bootleggers, operated under until John Law discovered the harsh biting irritants unkind to their adam's apple. And speaking of stills—the law claims these boys owned one of the largest stills in local prohibition history.

* * *

Stage shows return to Warner Brothers Hollywood Theatre with Jess Stafford and his orchestra, supplemented by a revue.

* * *

Myles Connolly, associate producer of RKO-Radio Pictures, tendered his resignation which was accepted by David O. Selznick. Connolly, who has been under the Radio banner for the past three years, said his future plans were not ready for announcement.

The fourth "Torchy" comedy is well under way at the Educational Studios under the direction of C. C. Burr. Ray Cooke again playing "Torchy" with Dorothy Dix as "Vee Ellins." Edmund Breese, Franklin Pangborn, Edward McWade and Charles Giblin are the supporting members of the cast. Lewis Physioc is in charge of the camera.

* * *

Over at the M-G-M lot Clarence Brown is making good headway with "Emma." This is not a love affair, "Emma" is the title of an original written for Marie Dressler by Frances Marion. Jean Hersholt, Richard Cromwell, Myrna Loy, Barbara Kent and Dale Fuller complete the cast.

* * *

Norman Foster, hubby of Claudette Colbert, moves his make-up kit from Universal to Warners-First National for one of the featured roles in support of Dick Barthelmess in "Alias the Doctor." Others slated for parts in this picture are Marian Marsh, Lucille La Verne and Arnold Koroff. Michael Curtiz will direct.

* * *

Administrators of the Stevenson estate have sold the rights to Robert Louis Stevenson's "Suicide Club" to Carl Laemmle, Jr., who plans to make the production on a big scale. An all star cast will be used.

* * *

A distinguished visitor here was Father O'Donnell of Notre Dame. In visiting the various studios he expressed great amazement at the technical strides made in the industry. He takes back to the Fathers and students of Notre Dame a comprehensive idea of the celluloid city.

* * *

Hoot Gibson is due to buy a new airplane. Not for Sally Eilers, but to replace his own sky demon which he cracked up when landing into a soft muddy field. Although the plane was wrecked, Hoot escaped with a few minor injuries and the same old wholesome good natured smile.

James Cruze, according to the latest info, is on the verge of making a Mormon epic which will be dubbed "Hell and Hallelujah." In addition to a Mormon theme, it is nosed around that Mormon capital will play a large part.

* * *

Alec B. Francis, beloved character actor of the celluloid city, is reported recovering from an attack of amnesia and nervous breakdown. Alec had a hard season of tough breaks prior to his chance to play the French attorney in "Mata Hari" opposite Greta Garbo and Ramon Novarro. Anxiety over the result of his test and subsequent worry is said to be the cause of his temporarily lost memory.

* * *

Herman Mankiewicz, author and scenarist, under contract to Paramount, has been borrowed from that organization to write dialogue for "Girl Crazy," the RKO-Radio Pictures production starring Bert Wheeler and Robert Woolsey. Mankiewicz was signed by David O. Selznick, executive vice-president of RKO-Radio, for his special duty.

* * *

Theatre screens will be standard shape for the first time since the advent of talking pictures if a proposal favored by Hollywood studios is adopted. Improved photographic effects and more efficient use of the image space on the film are expected to result.

Scenes that have heretofore been photographed to conform with an oblong screen in some theatres and a virtually square screen in others, resulting in part of the picture image being cut off, no longer worry cameramen. The new standard is expected to permit the studios to use four per cent more area on the film than was formerly possible.

* * *

Harry Warner comes to Hollywood on business and Ruth Chatterton leaves for Lake Arrowhead with a bag full of scripts with the thought in mind of aiding the Warner Brothers in picking out a winner for her first vehicle.

WE MEET

SALLY BLANE

Our interview with Sally Blane within the portals of the Monogram studios marked the addition of another major studio player to the Monogram roster and the signing of Sally for the melodrama, "The Law of the Sea."

Sally is different to say the least. She professed an aversion to athletics and confessed a weakness for dancing. She prefers to dance at the Ambassador and likes to eat at Victor Hugo's—in spite of the Brown Derby.

One thing we are quite sure of, Sally enjoys going to a fire better than anything else. She became so excited over a fire truck passing the studio that she nearly jumped out of the window. "Gosh, I just love to go to a fire," she said, "especially when it's a large building."

We arrived at the conclusion that Sally has the makings of a first class fire bug and advised Producer Trem Carr to keep a close watch on her.

Sally became a Wampas Baby Star in 1929 and her entry into the land of flickerdom dates back six years, embracing sixty leading parts. Her principal hobby is saving fan mail, "Vagabond Lover," "Dangerous Affair" and "Ten Cents a Dance" netting her the heaviest response to date.

Sally reminded us of two other sisters also in the flicker biz. Loretta Young and Polly Ann, Loretta being elected a Baby Star at the same time as Sally. In regard to matrimony she advised us that she liked her men weak and anaemic and of rather medium height and we suspected her of having a great sense of humor.

Whatever the first vehicle is, Darryl Zanuck hopes to make it a box office bell ringer.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES
and SHORTS

Strictly Dishonorable

Universal—94 Minutes

Cast: Paul Lukas, Sidney Toler, Carlo Shipa, Samuel Bonello. Directed by John M. Stahl.

Universal's long-anticipated version of the play by Preston Sturges. Director John M. Stahl has turned out a picture that teems with charm and a subtle undercurrent of humor. Sophisticated, yet not beyond the reach of a large portion of the film-viewing public. The story concerns a handsome, lady-killing opera singer who leaves a trail of broken hearts until he meets his equal in beautiful Sidney Fox. Lewis Stone turns in a splendid performance as a retired judge, thereby adding laurels to his already heavy crown. Daring in spots the picture manages to never become offensive or step on the toes of the more conservative folk. Unreeling of the story provokes constant laughter — few belly-laughs, but the quieter kind that indicate the picture is too good to spoil by guffaws. Universal has turned out a winner in this one. The record young Laemmle has set during these past few months is going to be mighty hard to beat. If there still remains any doubt in your mind about the appeal of this charming picture, see it yourself at your first convenience. We wager you will have a good time even if you do present a doubtful face to the salesman.

SELLING SEATS: Lukas, Fox, Stone are the selling points. Play Miss Fox as a new discovery. The play had a good run on Broadway, if that means anything in your town. If not, then tell your patrons about John M. Stahl's masterful direction. Offer opportunities for "Strictly Dishonorable" contests.

The Champ

M-G-M—87 Minutes

Cast: Wallace Beery, Jackie Cooper, Irene Rich, Roscoe Ates, Edward Brophy, Hale Hamilton, Jesse Scott, Marcia Mae Jones. Directed by King Vidor.

The love of a father for his son, and vice versa, is no new theme for a motion picture. It has furnished the motivation for scores of films, both sound and silent. When the final gong shall have sounded on this type of picture, however, "The Champ" must be bracketed near the top. Poignantly human, pathetically real, this appealing story of the love between son and father, the latter a booze-sodden and gamble fever-ridden ex-champion prizefighter, has received sympathetic handling by King Vidor. Beery, as the father, who cannot control John Barleycorn, who essays a comeback along the trail of stumble-bums, palookas and broken hearts to a former glory in the squared circle, wins the fans despite his unworthiness. Jackie, the loyal son, is idolized by his father. Your patrons have never seen a finer performance by a juvenile than the role portrayed by Jackie Cooper. The father gives his son up to his former wife when he realizes the atmosphere in which he is rearing the boy might destroy his life. Beery rises to superb heights in the renunciation scene. The boy's supreme height is reached when he falls across the dying body of his father who has attempted a comeback to justify the faith of his son A picture for all classes And how they should go for it!

SELLING SEATS: Plug the names. Exploit the "different" sort of love story. Publicize the director. Chance for prizefight tie-ups.

Compromised

First National—55 Minutes

Cast: Rose Hobart, Ben Lyon, Juliette Compton, Claude Gillingwater, Emma Dunn, Bert Roach, Florence Britton, Adele Watson, Louise Mackintosh, Delmar Watson, Edgar Norton. Directed by John Adolphi.

Another of those stories about the rich young man who marries a girl servant in a boarding house, incurs the displeasure of his parents, defies parental authority, follows the girl his father has driven from him and true love wins in a nip and tuck race with the fadeout. Despite this time-worn formula the picture manages to please. It contains several touches of unexpected human interest and a goodly footage of humorous situations. Should go over better in the small towns than in more palatial first runs. As usual the heroine wins the admiration of the audience because of her love for the hero as evidenced by her willingness to give him up to save him from social disgrace.

SELLING SEATS: Play up the cast, particularly Ben Lyon and Claude Gillingwater. Exploit it as a "human story, acted as people might live it."

Touchdown

Paramount—80 Minutes

Cast: Richard Arlen, Peggy Shannon, Jack Oakie, Regis Toomey, Charles Starrett, George Barbier, J. Farrell MacDonald, George Irving, Charles D. Brown. Directed by Norman McLeod.

Francis Wallace, the author of "Stadium," the original story from which the screen version is taken, deserves a debt of gratitude by boldy telling the truthful and human-interest side of football. He has injected a new twist in the climax by having the hero's side lose instead of winning the big game.

The story, briefly, concerns an all-American football player (Richard Arlen) who, after his graduation from college, becomes a coach at a small college with ambition to train a big-time team. His code is winning games at any cost until his star-kicker is seriously hurt and to play again might mean curtains. This puts Arlen in a bad light and on the day of the big game when everyone is clamoring for the star-kicker, unaware of his injured leg, Arlen does the one decent thing and loses the game, but wins the good will of his friends and the heart of his sweetie.

The picture is crammed with action and plenty of good comedy. Arlen is better than we expected and is okay as the youthful coach. Jack Oakie did much to liven up the picture. We never saw Peggy Shannon so good. Regis Toomey was splendid. J. Farrell MacDonald as Pop Stewart, Arlen's old coach seemed like Knute Rockne himself.

We can't praise the picture enough. It's sure fire in any box-office.

SELLING SEATS: Appeal to the football fans. Play up the strong cast and the name of the author. Secure co-operation from schools and colleges. Offer footballs as prizes to the persons writing the best essays on some selected topic concerning football.

SHORT SUBJECTS

Where East Meets Vest

Paramount—20 Minutes

Smith and Dale, the funny Jewish comedians, are at it again to give the movie patrons plenty of laughs for their money—and how! As two compunchers they are a riot For one day they have plenty of excitement and that's enough! One scene showing a cattle stampede looked like it was taken from Paramount's photoplay "Thundering Herd." Of course, making such a scene would have been too exhorbitant for a two-reel comedy. Anyway, it was blended in perfectly and didn't look a bit out of place.

Selling Shorts

RKO-Pathe—17 Minutes

Another of the Traveling Man seres featuring Louis Bartels, but not so hot as the preceding ones. There are a few laughs that will satisfy. The hilarious situation comes when Bartels runs into two mountaineer families who are engaged in a feud. Both parties are anxious to marry off their sisters to the first respectable man that comes along and Bartels looks like the answer to a maiden's prayer. He has a time getting out of it.

Hotter Than Haiti

Universal—21 Minutes

Slim Summerville and Eddie Gribbon as the bugler and sergeant are down in Central America this time. The antics they go through are good for a number of laughs. Slim sits down to write a letter to his sweetie on what he believes to be a typewriter, but is a detonator. As each key is struck a dynamite cap goes off until finally the shack itself is blown up. The ending is a scream.

Who's Who in the Zoo

Educational—10 Minutes

Done in natural color and with plenty of laugh situations this one should easily satisfy any audience. The old-timers, Billy Bevan and Rosemary Theby show that they still have plenty of life yet. They take their two sons to the zoo and the situations they get into are a scream.

Skimpy

Tiffany—18 Minutes

Obviously a take-off on "Skippy." This one somehow fails to click and is not of the quality of the preceding Chimp comedies. Perhaps it is due to the fact that the novelty has worn off by now.

in New York it's ~ ~

THE NEW **FORREST** HOTEL

West 49th St., just off Broadway

300 large, outside rooms, each with private bath, shower, circulating ice water and RADIO.

$2.50 Single $3.50 Double

Suites for Parties of 2 or more $6.00 and up

New York's Best Hotel Value in the Heart of the Film and Theatre District.

Before attending the theatre, dine in the MIRROR ROOM.

Club Breakfast 25c up; Luncheon 65c up; Full Course Dinner $1.00.

All meals served in room without extra charge.

James A. Flood - - - Manager

SOUND PICTURES AND TROUBLE SHOOTERS MANUAL
PRICE 7.50
1930
CAMERON PUBLISHING CO.

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

PRICE $7.50

Cinematograph Annual

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

675 Pages---Over 300 Diagrams and Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

SEND CASH WITH ORDER

Your Books Will Be Shipped Promptly, Postage Prepaid

Associated Publications 4704 East 9th St. Kansas City, Mo.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

BARGAINS in new and used theatre equipment of all kinds, sound on film and disc. Tubes, new, 20 per cent off list; X-Cell photo cells unconditionally guaranteed for one year, $25 each. Motors, blowers, projection machines and seats. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. c12-8(4)

TWO SIMPLEX projectors, Warner converter, Moviephone sound equipment. 509 Myrtle, Davenport, Iowa. 12-1

TWO SOUND heads, A-1 condition. $300 for pair. Box A, Michigan Film Review, 610 Film Bldg., Detroit. 11-24

THEATRES FOR SALE

PAYING THEATRES for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Bldg., Chicago. 12-8

HALF INTEREST in Ritz Theatre, Elizabethton, Tenn. Two large Rayon plants located here. 11-24

THEATRE BUILDING with balcony for rent in Abilene, Tex., after January 1. Good location, reasonable rent. Communicate with Levy Bros., Sweetwater, Tex. 12-15

THEATRES FOR RENT

FOR RENT—400-seat theatre; exceptional neighborhood southwest side Chicago; now silent; built for sound. Right party can arrange own terms. B-386, Associated Publications. 11-24

THE Want-Ads appearing on this page appear simultaneously in each of the TEN Regional Motion Picture trade papers forming the Associated Group, and reach more than 20,000 readers connected with the motion picture industry in the United States. At our exceptionally low rate of 10 CENTS PER WORD, they constitute the greatest advertising bargain ever offered. If you wish to reach the theatre trade, and those connected with it, use this page.

THEATRES WANTED

CAN SELL your theatre quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 12-15

MY CLIENT, experienced showman, wants to lease theatre that needs improvements and would show business increase with proper management. Ready to make quick deal. Give full particulars. Albert Goldman, 1402 Mallers Building, Chicago. 11-24

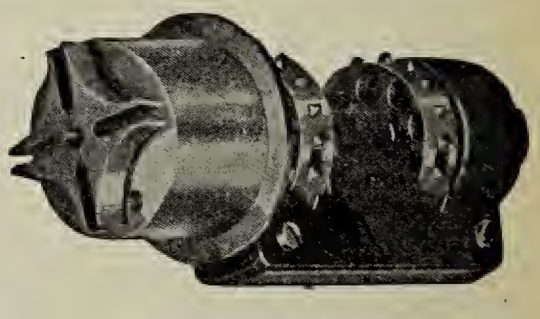
POSITIONS WANTED

LIVE WIRE THEATRE MANAGER desires position. Can put over any house regardless of local conditions. Publicity expert, community builder and organizer. Salary, commission or both. Will go anywhere. Best references. Age 39, married. Address THEATRE MANAGER, care Chamber of Commerce, Bellefontaine, Ohio. 11-24

ELECTRIC SIGNS

THEATRICAL TRAILERS 7¼c per word. No footage or card charge. Minimum order $1.00. Samples free. Zehrbach Laboratory, P. O. Box 2059, Atlanta, Ga. 11-17

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

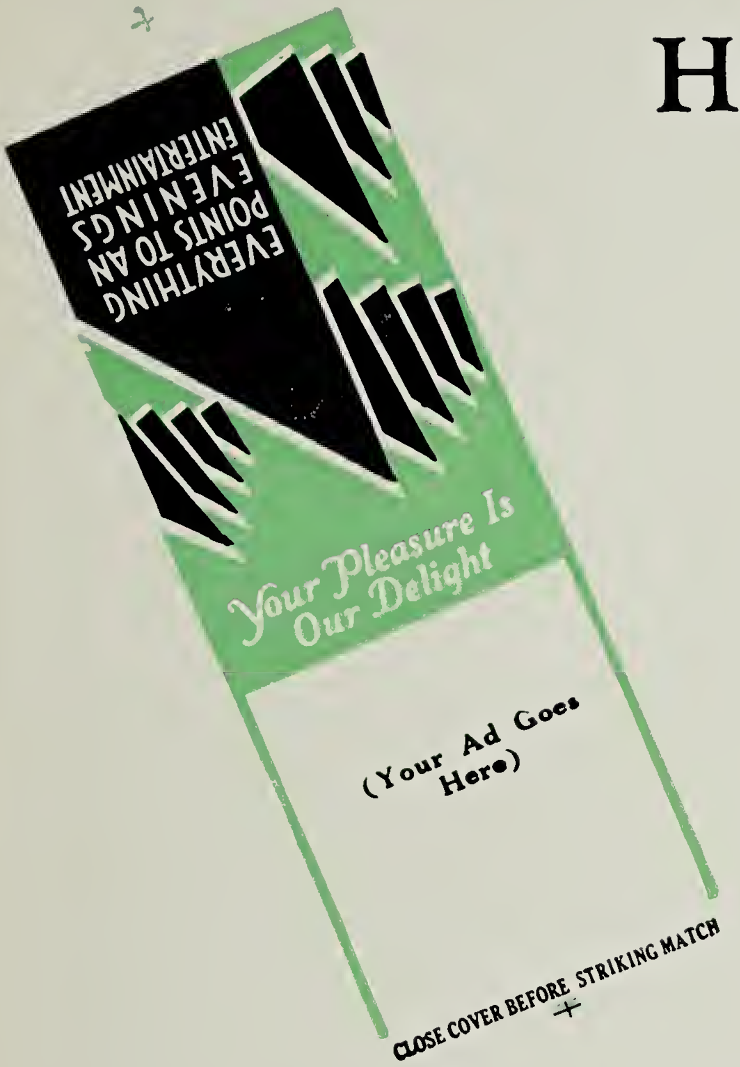


GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002


EVERYTHING POINTS TO AN EVENINGS ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ________________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ______________________________

Theatre ______________________________

Town ______________ State ____________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

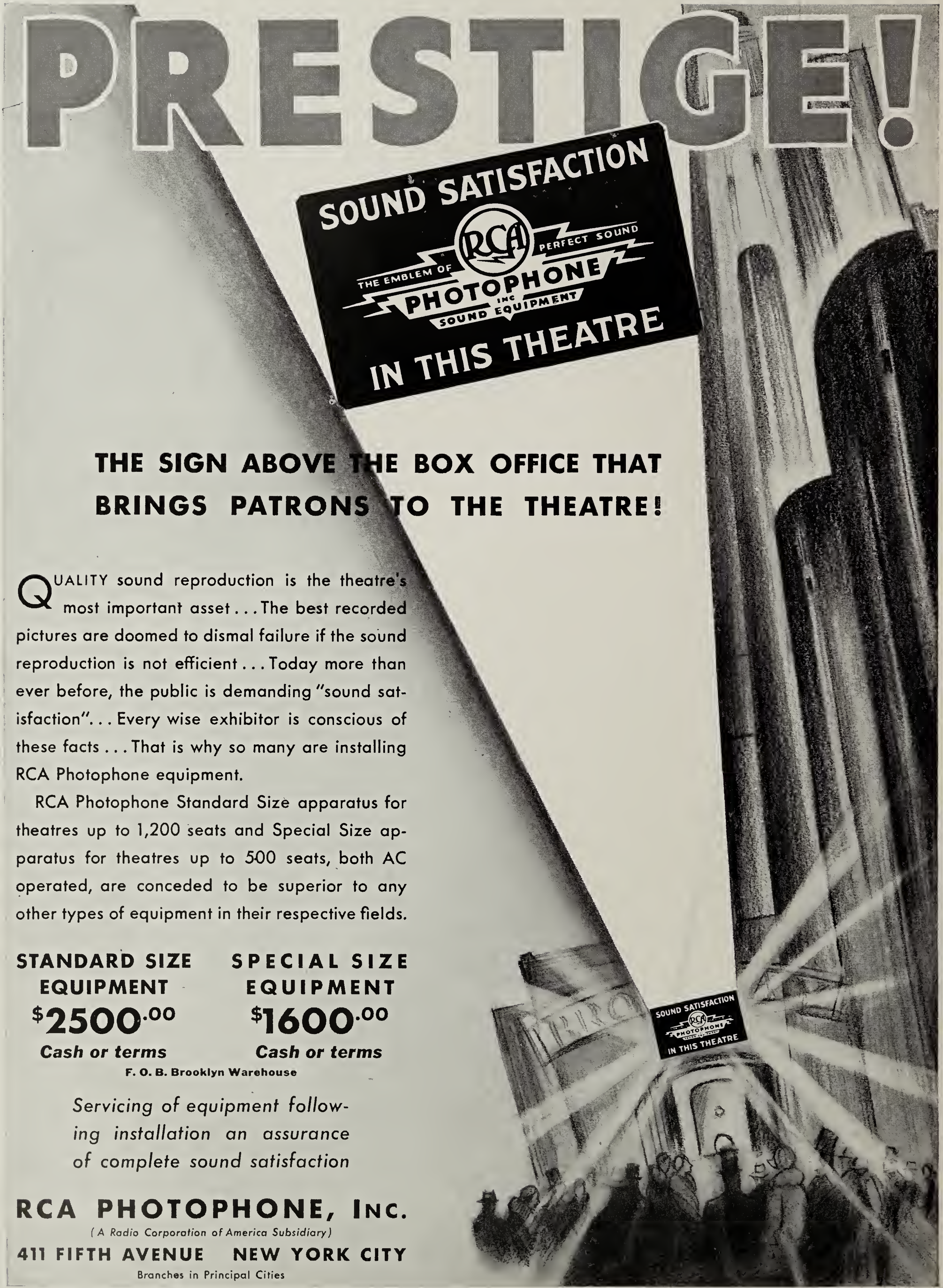
Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

(Back)

As Illustrated on Design Above


PRESTIGE!
SOUND SATISFACTION
RCA
THE EMBLEM OF PERFECT SOUND
PHOTOPHONE INC
SOUND EQUIPMENT
IN THIS THEATRE
SOUND SATISFACTION
RCA
PHOTOPHONE
IN THIS THEATRE

THE SIGN ABOVE THE BOX OFFICE THAT BRINGS PATRONS TO THE THEATRE!

QUALITY sound reproduction is the theatre's most important asset . . . The best recorded pictures are doomed to dismal failure if the sound reproduction is not efficient . . . Today more than ever before, the public is demanding "sound satisfaction" . . . Every wise exhibitor is conscious of these facts . . . That is why so many are installing RCA Photophone equipment.

RCA Photophone Standard Size apparatus for theatres up to 1,200 seats and Special Size apparatus for theatres up to 500 seats, both AC operated, are conceded to be superior to any other types of equipment in their respective fields.

STANDARD SIZE EQUIPMENT	SPECIAL SIZE EQUIPMENT
$2500.00	**$1600.00**
Cash or terms	*Cash or terms*

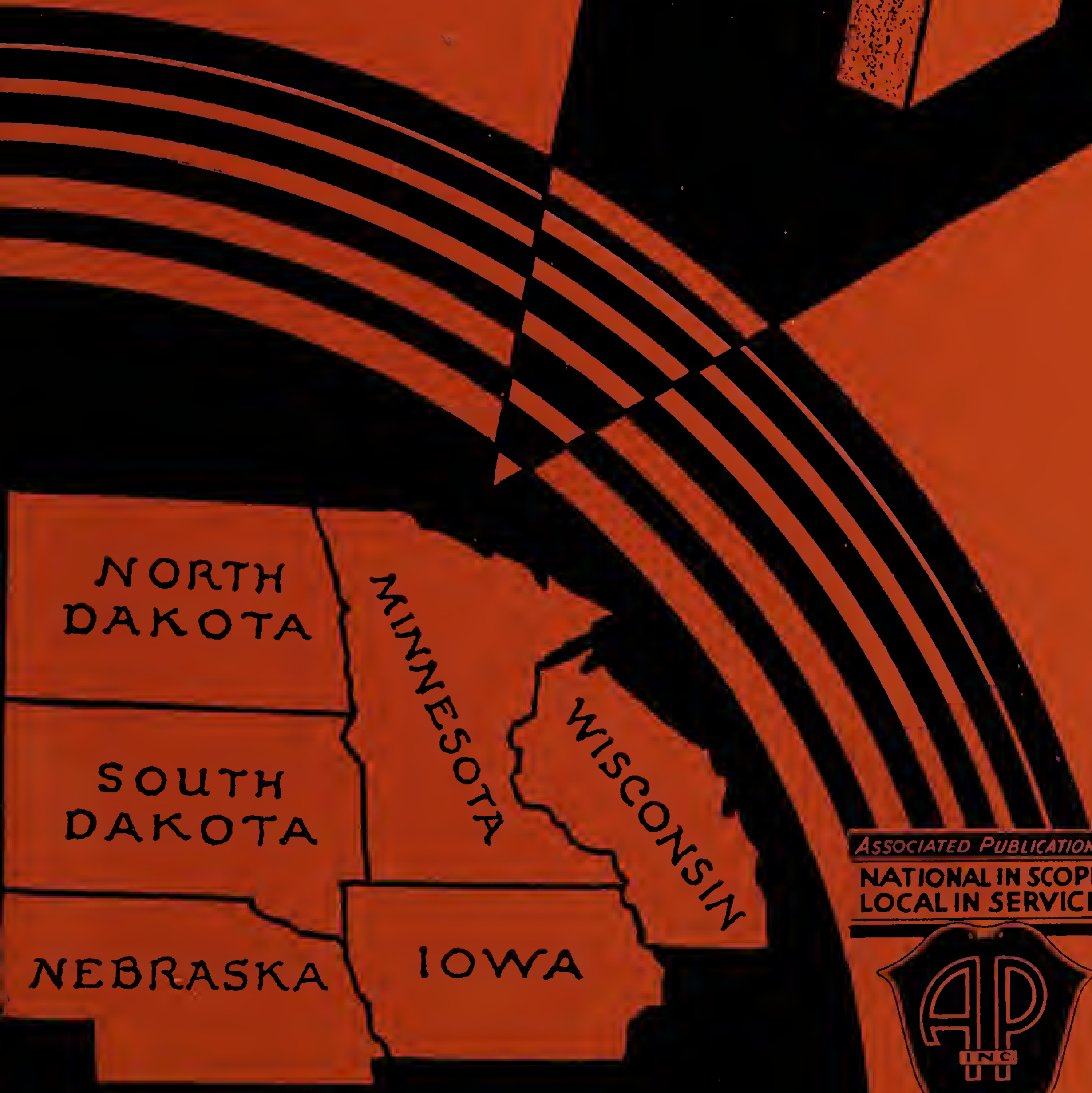
F. O. B. Brooklyn Warehouse

Servicing of equipment following installation an assurance of complete sound satisfaction

RCA PHOTOPHONE, INC.
(A Radio Corporation of America Subsidiary)
411 FIFTH AVENUE NEW YORK CITY
Branches in Principal Cities

DEC. 1, 1931
VOLUME XIII NUMBER 2

MOVIE AGE


NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
WISCONSIN
IOWA

GOOD PICTURES AND GRAIN PRICES BOOST EXHIBITOR HOPES

STEFFES ANNOUNCES FIGHT TO FINISH ON ZONING

FIFTY THOUSAND DOLLARS EXPECTED FOR JOBLESS RELIEF

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

CHRISTMAS is the time

to express good will to your friends in the industry

●

Use the Blank Space for Your Card

●

ALL THE SAME SIZE
ALL THE SAME PRICE

$2.00

●

Fill In Your Card Today and Mail!

MOVIE AGE
CHRISTMAS EDITION
Out Twenty-Two December

Assistant Editor,
Movie Age,
Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

You may run this card once in the Christmas Greeting Card Section, out December 22, 1931. Enclosed find the sum of $2.00.

(Signed)________________________________

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Outlook is Brightening

Product Scheduled for Immediate Future and Boost in Grain Prices Brings Optimism.

With outstanding pictures still demonstrating their ability to draw despite the depression, exceptionally fine product at hand and coming up, together with improved grain prices and a somewhat more optimistic feeling throughout the territory, has buoyed up exhibitors' hopes and led to the belief that the present winter will produce profitable theatre operations.

This is revealed by a MOVIE AGE survey just completed. Exhibitors and distributors alike are surprisingly confident relative to the immediate outlook. And much of this confidence is based upon the strength of the product which will be available for release during the next several months, the survey shows.

Quality Looks Up

Exhibitors blame the recent slump in box-office grosses largely on the quality of product recently released. At the start of the new 1931-32 season the product was splendid, exhibitors say, and continued good for a number of weeks. Then, they declare, came a preponderance of mediocre pictures. But now, again, the quality trend is upward again and expectations are on the ascendancy once more, the survey reveals.

Pictures already released or to be available during the near-term, which are expected to prove outstanding box-office magnets, include “Ambassador Bill,” “The Dreyfus Case,” “Susan Lenox,” “The Platinum Blonde,” “Are These Our Children?,” “Way Back Home,” “Suicide Fleet,” “Over the Hill,” “Delicious,” “Frankenstein,” “The Spirit of Notre Dame,” “The Champ,” “Possession,” “Sin of Madelon Claudet,” “Private Lives,” “Hell Divers,” synchronized and sound versions of “The Big Parade” and “Ben

(Continued on page 4)

Fight to Finish on Zoning Seen

Steffes Says He Will Carry Allied's Battle to Governors and Officials of Two States.

W. A. Steffes, general manager of Allied States' Northwest division, will carry the organization's fight against zoning and protection directly to the governors of Minnesota and the Dakotas and will demand that the states attorney generals prosecute offending distributors on the grounds that they are violating anti-trust and price-fixing laws and committing a conspiracy in restraint of trade.

Announcement by Steffes of plans for an immediate fight to the finish with distributors brings to the light that his own personal interests are alleged to be suffering as a result of distributors' actions.

“Time for Show-Down”

“It is about time for a showdown as to whether a theatre owner has the right to run his own theatre or not,” says Steffes, “and we are going to have it. I personally will bring this matter's attention to every state, city and federal official in my efforts to

(Continued on page 8)

Benefit Results

Will Be Available Very Shortly, Steffes Says; Bad Weather Hurts; $50,000 Is Estimate.

Actual results of the Northwest's unemployment benefit performances will be available soon, according to W. A. Steffes, chairman of the committee in charge. A complete checkup and accounting are now being made.

Because of heavy rain, the amounts realized in Minneapolis and St. Paul were considerably under expectations. The bad weather hurt theatre attendance badly in the metropolises and was a decided blow to the committee.

Reports from over the territory show that in some spots the returns were very large while in other situations the receipts were disappointingly small.

It still is hoped that the committee will be able to turn over a sum in excess of $50,000 for unemployment relief. With good

(Continued on page 5)

$814,831 ESTATE

Widow, Three Sons Share Finkelstein Estate

An estate valued at $814,831 was left by Moses L. Finkelstein, former Finkelstein & Ruben partner, who died several months ago. The F. & R. theatre interests were sold to Publix two years ago.

Appraisal of the estate showed real estate to the amount of $39,500 and personal property aggregating $775,331.94. The bulk of the latter consists of theatrical common stocks, including $190,850 of Paramount common stock. Finkelstein is survived by a widow and three sons to whom the estate was willed. The sons are operating their own theatre chain in Iowa.

* * *

INCREASE OVER 1930

Universal, Fox, Warner Business Booms

There may be a depression on, but three of the Minneapolis exchanges not feeling it include Universal, Fox and Warner Bros.-First National. These exchanges actually are doing better than a year ago.

The reason for the prosperity in these instances is said to be improved product. Jack Lorentz of Fox claims the exchange is doing a record business and is far ahead of last year.

* * *

New Find

Hollywood—Mack Sennett reports he has a real find in Geneva Mitchell, ex-Follies girl, whom the comedy producer has placed under contract.

Better Movie Season!

By **M. E. CUFFEL**, Editor

BUSINESS in many spots throughout the territory has been none too brisk during recent weeks, but the product coming up is of such a high calibre that exhibitors well may feel more hopeful than for some time, as a MOVIE AGE SURVEY indicates the case to be.

Undoubtedly the generally adverse conditions now prevailing are a considerable factor in the theatre attendance drop of the past four to six weeks, but we cannot help feeling that the recent low average quality of pictures has had a great deal to do with the unsatisfactory box-

(Continued on page 4)

"Ambassador Bill" and "Touchdown" Take Tops

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Nov. 27)—"Ambassador Bill" and "Touchdown" were the best drawing cards of the past week. The former did a profitable business at the Minnesota, although takings were considerably under those of the more recent preceding Will Rogers' pictures at the same ace Publix house. Patrons liked the offering so that the drop apparently may be attributed to the times. "Touchdown" causes critics and customers alike to wax enthusiasm and coming near the tag end of the football season attracted good attendance. "Suicide Fleet," at the RKO Orpheum, was very highly praised by the reviewers.

Aster — **Murder at Midnight** (Tiffany), Alice White, Aileen Pringle and Hale Hamilton. **Business:** 80 per cent. **Summary:** A better than average murder mystery drama that never fails to hold the auditors' interest. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Sennett Comedy; Cartoon Comedy.

Lyric—**Sob Sister** (Fox), James Dunn and Linda Watkins. **Business:** 75 per cent. **Summary:** An interesting story of a girl reporter and her newspaper and love experiences, but cast is lacking in box-office names. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota — **Ambassador Bill** (Fox), Will Rogers. **Business:** 100 per cent. **Summary:** A full quota of Rogers' laughs in this comedy which finds the star in the role of a hoosier-like American ambassador to a mythical European kingdom, trying to teach the natives Yankee tricks and helping to foil plots. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage Show; Sound News; Mickey Mouse Cartoon Comedy.

Orpheum — **The Suicide Fleet** (Pathe), Robert Armstrong, Bill Boyd and James Gleason. **Business:** 80 per cent. **Summary:** An amusing comedy concerning the war adventures of a trio of rough and ready New York youths in the navy. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Vaudeville; Comedy.

Pantages—**The Unholy Garden** (United Artists), Ronald Coleman. **Business:** 60 per cent. **Summary:** Second week of this engrossing drama concerning a big-time crook and his adventures and romance. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Sportlight; Radio Comedy.

Seventh Street — **A Dangerous Affair** (Columbia), Jack Holt and Ralph Graves. **Business:** 60 per cent. **Summary:** A moderately gripping and spine-tingling murder mystery yarn along conventional lines. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

State — **Touchdown** (Para.), Richard Arlen and Peggy Shannon. **Business:** 125 per cent. **Summary:** One of best of all football pictures; the romance of a coach and the sister of the team's star player. **Entertainment Merits:** 85 per cent. **Short Subjects:** Newscasting; Cartoon Comedy; "Wall Street Mystery."

MILWAUKEE

(Week Ending Nov. 19)

Alhambra — **Lasca of the Rio Grande** (Universal), Leo Carillo, John Mack Brown and Dorothy Burgess. **Business:** 95 per cent. **Summary:** Another variation of the now familiar story pattern involving the gay, native girl; the white soldier and the half-breed lover. **Entertainment Merits:** 85 per cent. **Short Subjects:** Universal News; Comedy.

Garden—**Leftover Ladies** (Tiffany), Claudia Dell, Rita Le Roy, Walter Byron. **Business:** 85 per cent. **Summary:** A story concerning a wife who wants a career and what happens when she undertakes to fulfill her wishes. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy; Newsreel.

Palace — **Touchdown** (Para.), Richard Arlen and Peggy Shannon. **Business:** 110 per cent. **Summary:** "Touchdown" is a small-sized smash. It is honest, courageous and interesting from the first reel to the last. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Magic Carpet; Hearst Metrotone News.

Riverside—**Are These Our Children?** (Columbia), Eric Linden, Ben Alexander and Arline Judge. **Business:** 100 per cent. **Summary:** Here is definitely a movie with a mission. It is an answer to the gangster tale in which the criminals are all high-school youngsters. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand—**Once a Lady** (Para.), Ruth Chatterton, Jill Esmond. **Business:** 90 per cent. **Summary:** A high and fancy melodrama in somewhat of a morbid vein. **Entertainment Merits:** 80 per cent. **Short Subjects:** Comedy, Fox News.

Warner—**Blonde Crazy** (Warner Bros.), James Cagney, Joan Blondell. **Business:** 95 per cent. **Summary:** The romance of a bellhop and a linen girl, who rise from their humble jobs to cheating the cheaters that hang around "larceny lane" in hotels. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vitaphone shorts; "Hitting the Trail for Hallelujah Land"; Paramount News.

Wisconsin—**Girls About Town** (Para.), Lilyan Tashman, Eugene Pallette, Kay Francis. **Business:** 100 per cent. **Summary:** A saucy tale of two gold diggers their adventures, loves and difficulties. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox News.

DeWeese Cast

Hollywood—John A. DeWeese, veteran stage actor, plays a role in the Educational-Mack Sennett comedy, "The Pottsville Palooka."

Brighter Outlook

(Continued from page 3)

Hur," "X Marks the Spot," "Race Track," "Palmy Days," "Street Scene," "The Bad Girl," "Young As You Feel," "Merely Mary Ann," "A Free Soul," "Five Star Final," "Her Majesty, Love," "Politics," "Cuban Love Song," "An American Tragedy," "Huckleberry Finn," "Monkey Business," "The Smiling Lieutenant," "Touchdown," "Sooky," "Alexander Hamilton," "Bought," " The Millionaire," "Night Nurse," "The Star Witness," "Devotion," "The Common Law," "Women Need Love," "Lady With a Past," "Old Man Minick" and "Man Who Played God."

Good Films to Come

Some of the above pictures have been available for release for several months and are proving exceptional magnets in practically every spot where they are shown. They include: "Ambassador Bill," "Bad Girl," and "Young As You Feel" (Fox); "Platinum Blonde," and "The Dreyfus Case" (Columbia); "The Spirit of Notre Dame" (Universal); "Suicide Fleet," "Devotion," "Are These Our Children?" and "Common Law" (RKO Radio and Pathe); "An American Tragedy," "Huckleberry Finn," "Monkey Business," "The Smiling Lieutenant," and "Touchdown" (Paramount); "Susan Lenox," "Cuban Love Song," "Politics," and "A Free Soul" (M-G-M); "Five Star Final," "Bought "Alexander Hamilton," "The Millionaire," "Night Nurse," and "The Star Witness" (Warner Bros.-First National); and United Artists' "Palmy Days" and "Street Scene."

Exhibitors are looking forward with particular eagerness to Tiffany's "X Marks the Spot" and "Race Track," Fox's "Over the Hill" and "Delicious," Universal's "Frankenstein," RKO Radio's Seth Parker picture, "Way Back Home" and Pathe's "Women Need Love" and "Lady With a Past," Paramount's "Sin of Madelon Claudet" and "Sooky," M-G-M's "The

(Continued on page 5)

Better Movie Season

(Continued from page 3)

office results. Up to the present time, at least, the bulk of evidence still upholds the contention that outstanding attractions will do profitable business even in the face of depleted purchasing power. The high average of patronage during August and September, when high quality product was in evidence, helped to make clear that outstanding pictures stand forth as depression antidotes.

Another wave of outstanding product coming up is bringing good cheer to exhibitors and we feel that the results will be of such a nature as to justify the present optimism. We are confident that the box-offices will click during the next several months with "X Marks the Spot," "Race Track," "Frankenstein," "Way Back Home," "Over the Hill," "Delicious," "The Champ," "Ben Hur" and other such pictures. Here's to a "better movie season."

ALONG FILM ROW

The theatre at New Prague, Minn., has been purchased by Ernie H. Hill, who has installed Universal sound-on-film and new projection equipment, purchased from the Northern Theatre Supply Co., Minneapolis. The house will reopen on December 2.

* * *

A. Sharon has completely redecorated his Glenwood Theatre, Minneapolis neighborhood house, and installed new seats and equipment furnished by the National Theatre Supply Co., Minneapolis. The theatre was dark while the improvements were made and reopened with "Politics" on Thanksgiving day.

* * *

Ted Colvin, doorman at the Minnesota Theatre, has been transferred to the Publix advertising department, replacing Esther Benz, resigned.

* * *

Leo Blanck, formrely at Omaha, has taken over the reins of L. E. Goldhammer as Warner Brothers-First National exchange manager, Minneapolis. He attended his first Film Board meeting last week. Mr. Goldhammer has been promoted to a district manager's post in New York City.

* * *

J. E. Garrison, Universal exchange manager, Minneapolis, spent Thanksgiving week visiting the North Dakota territory. He reports a better feeling among exhibitors.

* * *

Max Cuffel has been promoted to head poster clerk with the Fox exchange, Minneapolis. He formerly was assistant.

* * *

Frank Mantzke, veteran Radio film salesman, is transferring his allegiance to Universal. With the latter concern he replaces C. S. Baker who has been transferred to Kansas City by Universal. Mantke's territory will be the key cities.

* * *

Eddie Kueppers of the Publix publicity department had his automobile smashed up in a collision. He escaped without injury.

* * *

Carl Michael, formerly with the Radio-Pathe sales' department, has affiliated himself with Educational as a salesman under Harold Johnson.

* * *

Two Twin City RKO houses, the Seventh Street, Minneapolis, and the President, St. Paul, using straight film policies, closed Monday. Business at both theatres has been very poor, but present plans call for their reopening on Christmas day. Neither theatre had the benefit of first-class product. The reopening plans are only tentative and may be changed.

* * *

After attending the opening of the new RKO Theatre at Davenport, Ia., Morgan Ames, RKO divisional manager, is back at his offices in Minneapolis. The Davenport house is off to a fine start.

Prospects Brighter

(Continued from page 4)

Champ," "Ben Hur," and "Possession," and Warner Brothers'-First National's "Man Who Played God," "Old Man Minick" and "Her Majesty, Love."

"We are elated at the product which is coming to us and feel confident that with such pictures we will be able to put old man depression to rout," says Eddie Ruben, division director of Publix Northwest circuit.

"Because we have such a fine line of pictures coming up, we are looking forward to the mid-winter months with considerable confidence," asserts Morgan Ames, RKO divisional chief.

LEGITIMATE CLOSES

Competition Is Too Hot; St. Paul Shubert Folds

Once more the flesh-and-blood spoken drama surrenders to the screen. In commenting upon the passing of the dramatic stock company in St. Paul, due to insufficient patronage, the St. Paul News stated: "The moving and talking pictures make too wide an appeal for a stage company to overcome week after week in a community of this size.

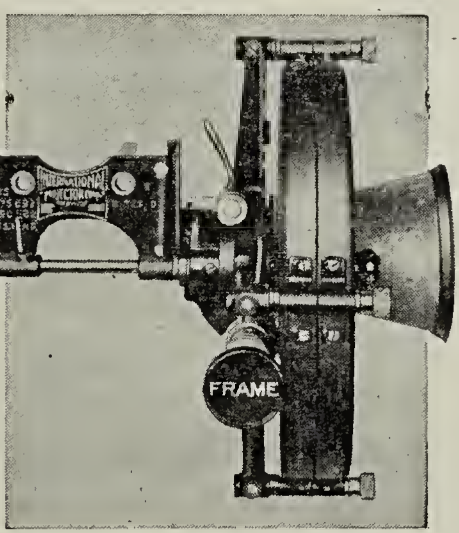
"The St. Paul stock company was sponsored by the Benz family in its own theatre, the Shubert. Although very wealthy and well able to maintain the institution, the sponsors evidently tired of footing losses.

Jobless Benefits

(Continued from page 3)

weather, however, the amount undoubtedly would have been more than doubled.

On every hand, the film industry is still receiving congratulations and praise for the remarkable manner in which the drive was staged. It is generally agreed that the exploitation, advertising, co-operation of all concerned and the ticket-selling campaign were 100 per cent perfect and that no stone was left unturned to obtain the best results possible.



Reduced
to only $100....

New *Simplex* Rear Shutter Attachment

Make Your Old Projectors Perform Like Late Models at This Money-Saving New Price......

Order Today!

NATIONAL THEATRE SUPPLY COMPANY

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

1510 Davenport St., Omaha, Nebr.
1123 High St., Des Moines, Iowa

THE PUBLISHER'S PAGE

A New Tax Threat

A SALES tax is being proposed by certain interests and heavily sponsored by a large newspaper organization. This organization recently paid the expenses of one hundred congressmen and senators to go to Canada and make a study of the sales tax plan that is operated in that country. There is no doubt but that the sales tax proposition will come up for action in the sessions of Congress this winter. And, too, there is a likelihood that similar plans will be introduced into state legislatures for a state sales tax, whether the Federal plan is adopted or not. The newspapers have already carried reports that admissions to motion picture theatres will be included in the sales tax plan. So theatre owners and their state and national organizations have an additional problem to contemplate for this winter.

AS we are writing this we have before us a report that one national theatre chain shows a loss of nearly three and one half millions of dollars for its last fiscal year. A few days ago we read the report of heavy losses by another theatre circuit. Reports on the thousands of independent exhibitors are not available. But, while the actual figures are not known, it is known quite generally that few among them have black figures to show in the profit column. Because business generally has been off some exhibitors, panic-stricken, cut their admission prices. In most instances this did not improve the situation; it only tended to increase the losses. To force admissions back up through a tax will certainly not improve matters.

IF a sales tax or any other kind of tax is assessed on theatre admissions, the motion picture industry will be most seriously affected. If price has lowered theatre grosses, adding a tax, which certainly cannot be borne by the exhibitors, will only push them further into the red. Perhaps the public will pay the sales tax on commodities, but we recall only too well the reluctance with which they paid the war tax on theatre admissions to believe that a reinstatement of any such tax will be accepted without injury to this business.

MOTION pictures cannot be termed strictly a commodity. They are a public utility as much as electric light and the telephone. They should be exempt from any special tax that is placed on the sale of commodities. Exhibitors should begin now, individually and collectively through their organizations, to urge their state representatives and their congressmen to exempt theatre admissions from any further tax burden. Producers should co-operate. An united front is necessary in a strong defensive movement against ruinous taxation.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office, 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill.; MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; NEW ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Union Wage Cut Proposed

Canavan Says Rebate Will Result in $1,000,000 Saving; 700 Locals Notified.

New York — Proposal of a voluntary reduction of wages by operators' and stagehands' unions throughout the country has been made by William F. Canavan, I. A. T. S. E. and M. P. O. president. Canavan's recommendation calls for a rebate of 10 per cent on salaries from $45 to $75 weekly and 15 per cent above that amount. Salaries of less than $45 weekly are exempt. Reductions would go into effect December 14 and continue to the first payday after August 20, next.

Canavan estimates that the rebates would represent an economy to exhibitors of more than $1,000,000. Seven hundred unions throughout the United States are to be notified of the recommendation.

INDUSTRY FACES FOX SUITS

140 Additional Companies and Individuals Are Served With "Notices of Patent Infringement."

New York—Practically the entire sound film producing industry faces the possibility of suits by American Tri-Ergon Corp., of which William Fox is president. In addition to the suits already filed against ERPI, RCA-Photophone, Radio Pictures and Paramount, nearly every sound film producing company in the business has been the recipient of "notices of infringement." The notices state that Tri-Ergon patents are being infringed, and that further suits will be brought, if necessary, following actions now pending against the above-named companies.

"Double Print Patent"

Companies to whom notices were sent with regard to the "double print patent" include:

Advance Trailer, Affiliated Sound Recording, Alexander Adv., Altamount, American Educational Film Photo Service, Atlas Educational Film, Audible, Audio Cinema, Beacon, Big 4, Big Productions Film Corp., Jose Bohr, Bray, Clifton Broughton, H. J. Brown, Brown-Nagle, Robert C. Bruce, C. C. Burr, Caddo, Celebrity, Chester, Christie, Cinea, Cineglow Sound Studios, Cinelab, Cinephone Studios, Clune, Colorart, Colorfilm, Columbia, Commonwealth, Congo, Consolidated Film Industries, Continental, Copley, James Cruze, Larry Darmour, Charles J. Davis,

(Continued on page 18)

Paramount Unit Plan

Is Adopted; Schulberg Heads New Production System; 10 Associates Assigned to Units.

New York—The seven following directors have been assigned to units in Paramount's shift to the unit plan of production:

Percy Heath, Lewis Lighton, Robert Harris, Ned Marin, Mel Shauer, Lloyd Sheldon and Felix Young. The other three of the ten will be announced immediately.

The new studio arrangement is under the supervision of B. P. Schulberg.

HI-LITES IN THE WEEK'S NEWS

Los Angeles—Plans are under way by Hughes-Franklin circuit for the construction of miniature theatres in 50 western cities. Each unit will seat from 300 to 500.

New York — Dialogue must be reduced to from 10 to 20 per cent if motion pictures are to regain the international market, says Milton Diamond, head of the Tobis interests in America.

New York — The forthcoming Fox Theatre' statement for the year ending October 31 will show a loss of $3,400,000, exclusive of houses in the West Coast circuit. A refund of $800,000 from the Poli circuit will improve the statement.

Hollywood—Work on the first of Ambassador Pictures' series of eight features for release by Peerless Productions will be started December 15, according to Rudolph Flothow who organized the former company.

New York—Sidney Abel, formerly general sales manager of RCA-Photophone, has become an executive of Auto-Cinema Corp. The company is making a lobby projector to show trailers from current films.

Hollywood—The moguls of this metropolis are understood to be frowning quite severely on the practice of testimonial advertising. A couple of heavy campaigns of recent vintage are said to be the reasons. Contention is that such advertising tends to ruin a star's box-office value.

ENNIS AD CHIEF

Succeeds Al Selig at Columbia Pictures Corp.

New York — Bert Ennis, who has been in charge of publicity and exploitation for Columbia Pictures Corporation, has taken on the additional duties of director of advertising. Ennis succeeds Al Selig, resigned.

SCORE CHARGE WAR

Continuing Committee in Strong Campaign

Philadelphia — A strong campaign for elimination or a drastic reduction of the score charge will be launched in the near future by the continuing committee of the National Protest Meeting.

Decision came as the result of a meeting here last Tuesday. An early statement by Walter Vincent, chairman, is expected.

New Fox Writer

Hollywood—Edwin Justus Mayer, prominent playwright, has been added to the Fox writing staff.

Griffith to Conduct Washington Pageant

Washington — D. W. Griffith will supervise the mammoth four-day pageant based upon the life of George Washington which will be the keynote of the Washington bi-centennial celebration to be held in the National Capital from next February 22 to November 24. The famed director has formally accepted the invitation of the George Washington Bicentennial Commission appointed by Congress.

The pageant, which will be staged at the foot of the Washington Monument on the evenings of June 22 to 25, inclusive, is confidently expected to be the greatest event of its kind ever conceived.

These plans call for the participation of scores of the leading artists of the stage and screen, assisted by more than 5,000 amateur actors and a chorus of 2,000 trained voices; for the massed bands of the army, navy and marine corps of more than 500 in-

(Continued on page 18)

RADIO-PATHE PROBE

Justice Officials Seeking Merger Data

Washington—Following receipt of alleged complaints from small stockholders in Pathe, agents of the Department of Justice are said to be investigating physical acquisition of RKO-Pathe by RKO.

Operators working on the case have interviewed various persons identified with the film industry, including officials of the Allied States Associations.

TWO BIG MAYNARDS

Tiffany Starts First of Western Specials

Hollywood—Tiffany will make two big western specials starring Ken Maynard, according to Sam Bischoff, in charge of production at the Tiffany studios.

"The Texas Gunfighter," an original story by Ben Cohn, is the first of these two Maynard westerns to go in production under the direction of Phil Rosen.

"U" Drops Gang Films

Universal City — Decision has been reached by Universal executives to drop the two gangster pictures on the present schedule, "Bullet Proof," and "A Lady of Resource." No features have been selected to replace the deleted films, though conferences indicate an early choice.

Tremendous Returns From Benefit Shows

Milwaukee, Wis.—Early reports from the benefit performances staged November 23 by Milwaukee theatres, indicate that approximately $45,000 was raised in the movement. Approximately 70 theatres honored the benefit tickets which sold for 50 cents and were honored at the nine o'clock evening performance at the downtown houses and all day at the neighborhood theatres.

The entire theatrical industry in the city assisted in selling benefit performance tickets as well as all city employes. Newspapers publicized the movement in a gratifying manner and the results from the drive are believed to compare favorably with other important cities in the country.

A "MYSTICS" FAD

Publix Tries Acts to Boost Business

In order to bolster business during the traditionally poor pre-Christmas period, Publix is putting "mystics" into neighborhood houses in Minneapolis as added attractions. The "mystics" tell patrons' fortunes free.

No less than three "mystics" have been employed for the uptown theatres and have started on the job this week. One of them has been placed in the Uptown, leading Publix neighborhood theatre.

Fox at Milwaukee

Racine, Wis.—Matty Fox, formerly manager of Fox's Mainstreet Theatre here, has been named assistant manager of RKO's Riverside Theatre in Milwaukee. Fox was formerly connected with RKO when that circuit operated the Mainstreet in this city.

Plan Xmas Opening

Shawano, Wis.—The theatre being remodeled here by the Independent Theatres, Inc., at a cost of $15,000, is expected to be ready by Christmas. The house is being modernly equipped throughout and will seat 500 people.

New Madison Manager

Madison, Wis. — R. D. Hutchings, formerly manager of the Portage Theatre in Portage, has been named manager of the Eastwood, local neighborhood house. He succeeds Bryn Griffiths, who has resigned to go to California.

Zoning Fight

(Continued from page 3)

obtain justice. This is going to be a fight to the finish this time."

Because he insists upon his right to maintain a 10c admission at his neighborhood house in Minneapolis between 6 and 6:30 p. m., Steffes charges that distributors have banded together to make it difficult for him to obtain product.

"I am being compelled to take product five to nine months old and am finding it difficult to obtain sufficient pictures," says Steffes. "And I am not the only sufferer.

"There are instances of independent exhibitors in outlying districts charging 25c admission who now are compelled to wait 60 days for product after loop releases. Yet loop first-run houses, which are given this big advantage, have prices of 15c to 25c between certain hours. And some of these outlying theatres seat 1,000 and over.

"The report now is that the Minneapolis Film Board of Trade plans to extend the protection period to six months. We will combat this move to the limit of our ability."

Should Interest Public

"It the state railroad and warehouse commission has no jurisdiction in the matter, the state attorney general and county attorney surely have. This, it seems to me, is a plain case of conspiracy. In its last analysis, it is a conspiracy to force admission prices higher than economic conditions call for and the public should be vitally interested.

"If the Minnesota Theatre in Minneapolis has a right to offer bargain prices of 30c up to 1:30 p. m., giving an elaborate stage show and numerous other program units in addition to its screen fare, for which it charges 75c after 6:30 p. m., I certainly have a right to cater to bargain hunters at my small neighborhood house with a 10c admission between 6 and 6:30 p. m."

Fox City Manager

Fond du Lac—Nat Blank has been named manager of both Fox houses here. Blank has been connected with Fox theatres for many years and has been in Wisconsin for the circuit for the past three years.

Tryon's Latest

Hollywood — Glenn Tryon has finished the lead in the Educational Vanity Comedy, "For the Love of Fanny," which was directed by Al Christie.

Fraternity Protests Newspaper Films

Sigma Delta Chi, national journalistic fraternity holding its annual convention in Minneapolis, adopted a resolution of protest against recent pictures that have been holding up newspaper men in an unfavorable light. The resolution, addressed to motion picture producers, requests that the industry cease making pictures tending to place newspaper people in disrepute.

The resolution is aimed particularly at such pictures as "The Front Page," "Five Star Final," "Platinum Blonde" and "Sob Sister," which make most newspaper people out as disreputable personages.

Grid Shorts Solid

New York — Prints on Tiffany Productions' "Football For the Fan" series, released by Educational Film Exchanges, have been booked solid throughout the country, according to company officials. There are practically one hundred per cent more prints per subject available on this series than are usually made on a one-reel series.

PUPIL "SIN" PLUG

State Management Goes to Business Schools

Feeling that the title and the star, Helen Hays, meant nothing to movie fans, Manager Abe Sundberg and Press Agent Eddie Kueppers of the State hit upon a preview of "The Sin of Madelon Claudet," current offering, with 300 feminine beauty parlor and business school pupils present as the management's guests.

It was figured that the word-of-mouth boosting which the picture would receive from the 300 girls would bring in considerable business and get the picture off to a good opening. The fact that the picture did open well was attributed, in part, to the plugging given to it by the 300 guests.

Operadio Sales

Operadio Model 408 D. T. Sound-On-Film Amplifiers have recently been installed in the following theatres: New Princess Theatre, Hipkinton; Iowa Theatre, Swea City, Iowa.

Sound Pictures

By CAMERON & RIDER

1,100 Pages - 500 Illustrations

Explains in detail the construction, operation and care of sound recording and reproducing equipment.

EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.

PRICE $7.50

Cinematograph Annual

Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.

675 Pages---Over 300 Diagrams and Photographs

48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS

$5.00

SEND CASH WITH ORDER

Your Books Will Be Shipped Promptly, Postage Prepaid

Associated Publications 4704 East 9th St. Kansas City, Mo.

LOCAL BOY MAKES GOOD

First 3 days, $1,837 ahead of previous week at Earle, Washington. Opened to 700 per cent better business at Strand, Syracuse.

LOCAL BOY MAKES GOOD

In 4 days 22 per cent over corresponding period in previous week at Stanley, Pittsburgh. 640 per cent over average opening at Warner, Atlantic City.

LOCAL BOY MAKES GOOD

Tripled average gross at Capitol, Steubenville, Ohio, and $5,300 over previous opening day at Earle, Philadelphia.

LOCAL BOY MAKES GOOD

Ten inches of snow and a blizzard couldn't stop it in Denver $3,000 more than previous week at Paramount, and 500 per cent better than former opening at Strand, Albany.

LOCAL BOY MAKES GOOD

Biggest opening since "Little Caesar" at N. Y. Strand. Headed for hold-over week!

LOCAL BOY MAKES GOOD

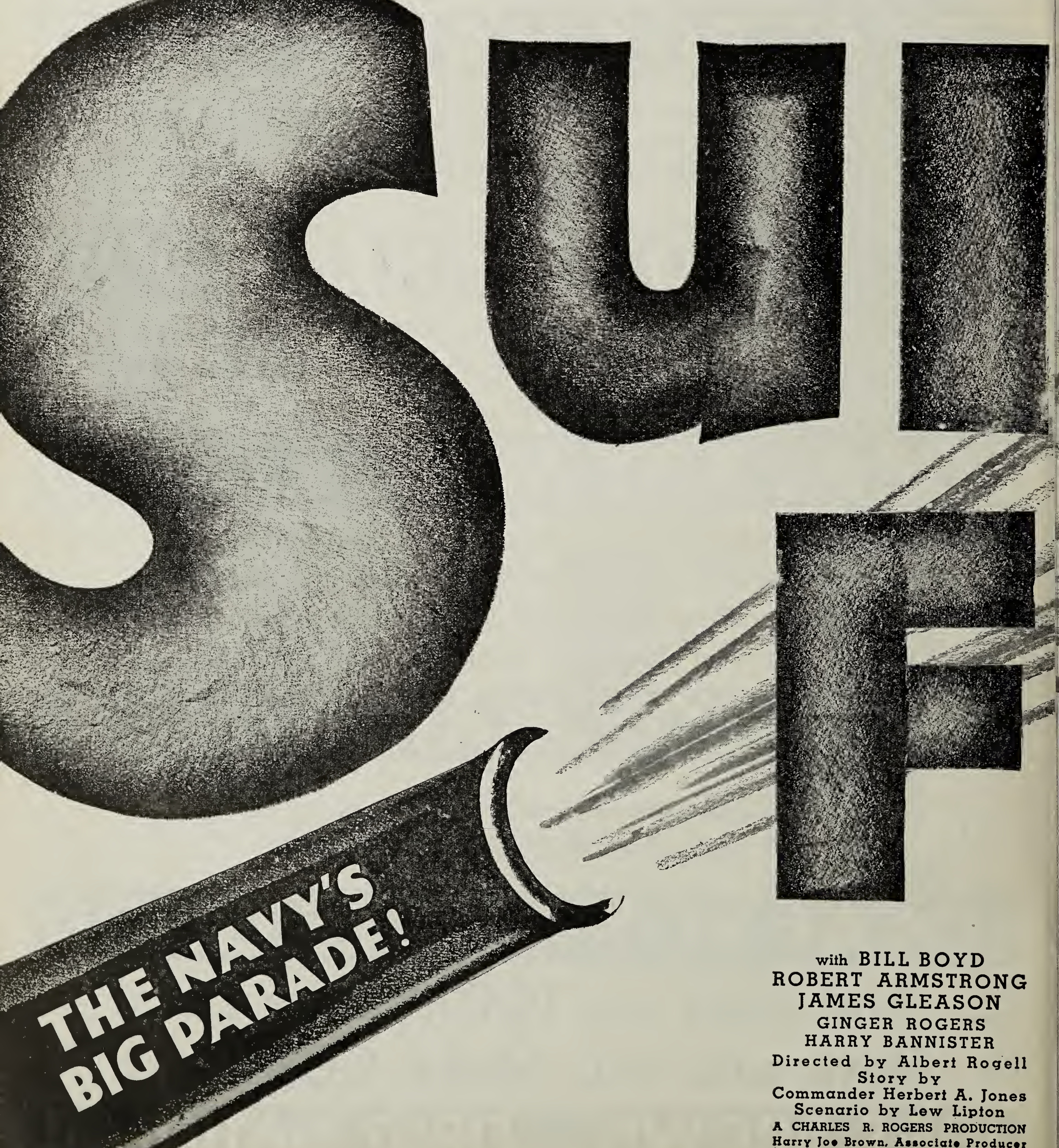
With
Dorothy Lee
Ruth Hall

And there are 10,000 more Local Boys who will Make Good with

Directed by
Mervyn Leroy

JOE E. BROWN *and* FIRST NATIONAL

THE OLD FIGHTIN' COCK'S SENSATIONAL SMASH!



with BILL BOYD
ROBERT ARMSTRONG
JAMES GLEASON
GINGER ROGERS
HARRY BANNISTER
Directed by Albert Rogell
Story by
Commander Herbert A. Jones
Scenario by Lew Lipton
A CHARLES R. ROGERS PRODUCTION
Harry Joe Brown, Associate Producer

CIDE

LEET

52 key cities torpedoed all their past records! 28 keys held it over —15 keys request return date!

THRILLS – LAUGHS – PROFITS!

RKO PATHÉ

THIS WEEK
in
HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

THE pruning process is still going on at most of the studios and strict economy is the password. Even the furniture broken in a free for all fight scene is no longer discarded. All the pieces are saved for future use. In the good old money days a smashed item was discarded. Now they save the pieces and put them together again for the next opus.

Most of the publicity departments are beginning to feel the shades of disaster also and there is every indication that Hollywood will shortly add many more free lance press agents to the list. A number of producers are checking to find that most of the stuff sent to the press goes directly to the waste basket and studio scribes are scheduled to fall from the high places. Banning of newspaper representatives from the studios has not helped the publicity departments any in planting their stuff.

* * *

Monte Blue, popular star of the silent era, will be brought to the talking screen to star in eight pictures for M. H. Hoffman, Jr., of Allied Pictures. In a previous issue we spoke of names finding their way to the independents and now we find M. H. Hoffman right out after them. "File 113," his first stage classic now nearing completion, boasts a cast including Lew Cody, Clara Kimball Young, Mary Nolan, George E. Stone, June Clyde, William Collier, Jr., Crauford Kent, Irving Bacon, Harry Cording, Herbert Bunston, Roy D'Arcy, Sidney D'Albrook and Joe Bonomo. Chester M. Franklin is directing.

* * *

Bryan Foy, producing a series of pictures starring Babe Ruth, has bought the Sunset Studios at 9147 Venice Boulevard, Culver City. The studios will be known as the Foy Studios.

* * *

Virginia Pearson, well known screen player of the silent age, is now affiliated with the La France Theatrical Agency with offices in the Equitable building.

Fifty other cities in the West will have Studio theatres—replicas of the Hughes-Franklin miniature Studio Theatre here, according to announcement by Harold B. Franklin.

Plans for the first nine structures, reported completed, are to include Minnie Theatres in San Francisco, Berkeley, Sacramento, San Diego, Oakland, Stockton, San Jose, California; Phoenix, Arizona, and Dallas, Texas.

* * *

Trem Carr, Monogram Productions chief, figured that Notre Dame had the football game with U. S. C. tied up to such an extent that he paid off before the end of the third quarter and went home. He was back at the studios bright and early Monday morning and all the boys had to do a little buck-passing.

* * *

From inside sources we learn that most of the studios are figuring on a "Russian" business. Most of the executives have plans for a Soviet picture. Looks like the industry is due for another spell of carbonitis.

* * *

William LeBaron, producer of special features for RKO-Radio Pictures, handles "Girl Crazy" as his first production in the new post, according to an announcement by David O. Selznick, executive vice-president in charge of production. The picture stars Bert Wheeler and Robert Woolsey with Eddie Quillan heading an all-star supporting cast.

* * *

With the halting of production of "The Lost Squadron" at RKO-Radio for a revamping of the story comes the announcement that Robert Armstrong, Pathe featured player, has been added to the cast. The part was added to the story in the rewriting.

* * *

Thelma Todd, heretofore appearing exclusively with Zasu Pitts in a series of Hal Roach comedies, has signed a new contract to appear as leading lady for Charley Chase. Warren Doane, who left the post of general manager of the Roach organization to become a director, will make his directorial debut with this production.

* * *

Rose Dione, famous French actress and former protegee of Sarah Bernhardt, is playing the circus owner in "Freaks," over at M-G-M. Tod Browning is directing.

* * *

Bebe Daniels waved a temporary farewell to the celluloid city, going to San Francisco for her stage debut at the Alcazar in "The Last of Mrs. Cheney." This marks her return to the stage from which she has been absent since the age of 14.

* * *

Shirley Grey, picked from an Oakland, Cal., stock company by Samuel Goldwyn, has been assigned a part in "Air Eagles," a Larry Darmour opus which will be directed by Phil Whitman.

* * *

Lil Dagover, returning shortly to Germany, is only going on a visit, it is learned, and not for good as Hollywood thought. She is due here in February to make another picture for Warner Bros. The story department is now seeking a suitable vehicle.

* * *

"The Ghost City," fifth of Monogram's "Bill and Andy" series, is now in production. The cast includes Bill Cody, Andy Shuford, Helen Foster, Walter Miller, Kate Campbell, Charles King, Walter Shumway and Jack Carlyle. Harry Fraser is directing from his original story. Following completion of "So This Is Texas," next Monogram western scheduled for production, Bill Cody will make a personal appearance tour of the state of Texas with the picture.

* * *

Miriam Goldina, star of the Haabinah Theatre in Moscow, has been signed by Paramount to enact her first screen role in "Ladies of the Big House." The Russian star will make her debut in support of Sylvia Sidney, Gene Raymond and Wynne Gibson.

WE MEET

WILLIAM FARNUM

We caught big Bill Farnum strictly in a fighting mood. When we arrived at the Monogram studios he was right in the midst of a big scrap with Ralph Ince in the final sequence of Monogram's latest melodrama, "The Law of the Sea," and what a fight!

It carried us back to his famous fistic battle in "The Spoilers" which won him celluloid fame in 1912.

Next to fighting, Bill prefers deep-sea fishing. He joked about the fact that several members of the cast had proven poor sailors the day before while finishing up the marine stuff, then quietly informed us that he caught nine swordfish in a five-day cruise. Maybe that's why he's a member in good standing of the Tuna Club over at Catalina.

Getting down to a discussion of the early days we learned that he made his stage debut at the age of five years and has placed more than 40 years of stage and screen experience behind him.

Bill spoke affectionately of the old barn-storming days and confessed that he'd had his share of tramping the ties. He cast a glance in the direction of Priscilla Dean, working in the same picture, "She can tell you some good stories too," he said.

We immediately agreed upon that point for it was our pleasure to have a friendly chat with Priscilla several years ago, when she was doing the vaudeville act.

Bill has a soft spot in his heart for Maine. He should, he was raised there, coming from a professional family. His early stage successes were "The Little Rebel" in which he played with his brother, Dustin, and "Ben Hur," in which he played the lead for five years. He headed his own company for more than 10 years.

His big silent pictures were "The Spoilers," "Les Miserables," "Tale of Two Cities," "If I Were King" and "The Bondsman."

NEWS FROM EVERYWHERE

CURRENT EVENTS GATHERED FROM ALL PARTS OF THE COUNTRY

"BUSINESS ON UP-GRADE"

San Francisco—Business in the country is decidedly on the up-grade, in the opinion of Felix Feist, vice-president in charge of distribution for M-G-M. "All the way across the continent I noted a spirit of genuine optimism," Feist said on his arrival here from a trip to New York. "Crops throughout the Middle West are the biggest in history and they are finding a market. This cannot help but make for better times."

ALHAMBRA TO FOX

Sacramento — Management of the $1,000,000 Alhambra here has passed from United Artists to Fox in accordance with terms of a recent truce between the two companies.

T. O. P. A. ADOPTS SLOGAN

Dallas — Adopting the slogan "Harmony in the Industry if we have to fight for it," the Theatre Owners Protective Association staged its first annual convention in Dallas November 30 at the Baker Hotel. Roy L. Walker of Lampasas presided.

H-F TEXAS OPPOSITION

Dallas—Opposition for Hughes-Franklin interests in four fertile Texas posts has sprung up. The four situations are Sweetwater, Del Rio, Corpus Christi and San Angelo. Some 20 independents have opened up in circuit strongholds during the past few months.

BENEFIT FILM PARTY

Kansas City—First annual film party will be held here on December 7 at the Pla-Mor, local dancing emporium. Proceeds of the event will be used to continue the work of the Film Board of Trade in "adopting" needy families during the Christmas season.

N. W. ALLIED ELECTS

Seattle—The Allied Amusements of the Northwest at its annual convention held here recently elected John Danz of Seattle as president to succeed F. C. Washil of San Point, Idaho. Other officers elected are: Melvin Kenworthy, Moscow, Idaho, first vice-president; Al Rosenberg, Seattle, second vice-president, and J. M. Hone, Seattle, re-elected executive treasurer. The association passed a vote in favor of doubling on reels wherever desired.

END K. C. LABOR DISPUTE

Kansas City, Mo.—Lockout of operators of Local 170 came to an end last week when theatre owners and representatives reached an agreement at a conference called by H. F. McElroy, city manager. Ten Fox Midland theatres which have been closed since October 1 reopened Thanksgiving Day. The contract has been signed for one year and calls for two operators in a booth at a reduction in wages. The wages will be adjusted according to the conditions of each theatre. This move will effect only the Fox Theatres, five Hughes-Franklin and four independents. Other houses in the city announce they will continue with one-man booth.

CURTIS PRAISES FILMS

Hollywood — Praise for motion pictures from the vice-president of the United States is seldom heard. Vice-President Charles Curtis, however, lauded the films and the people who make and exhibit them in his address at the awards banquet of the Academy of Motion Picture Arts and Sciences. "I confess I thoroughly enjoy the movies," he said. "My taste is, I think, that of the average moviegoer. It is seldom I do not have a thoroughly good time."

STUDIOS AID CHEST

Hollywood — Motion picture players are responding wholeheartedly to the city's community relief fund. Other officials of the studios also are doing their bit. Winfield R. Sheehan predicted last week that the studios would far exceed their quotas.

S. M. P. E. ELECT MITCHEL

Chicago—R. Fawn Mitchel has been elected chairman of the Chicago section of the S. M. P. E. Burton W. Depne is secretary with Robert P. Burns and Oscar B. Depue as governors.

CONVICTION UPHELD

Albany—Conviction of John C. Flinn and Henry F. Lally, for unlawful storage of 5,000 feet of film contrary to New York ordinance, was upheld by the Court of Appeals last week. The conviction carried a fine of $500 or six months in jail. The pair were arrested on December 11, 1929, following the Pathe New York studio disaster.

MASS. ALLIED ELECTS

Boston—The Allied Theatres of Massachusetts has elected the following officers for the coming year: George A. Giles, president; Joseph H. Brennan, vice-president; Stanley Sumner, treasurer; James J. McGuiness, executive secretary.

WANTS "DIRTIER" FILMS

Pittsburgh — Miss Maude M. Aldrich, field secretary of the Federal Motion Picture Council in America (subsidiary of the W. C. T. U.) believes it would be a good idea for producers to vie one with another to turn out "dirtier" movies. In her formal statement, Miss Aldrich inclines to the opinion that if the films get any "dirtier" the public wrath will "rise up to smash them," which, apparently is what she wants in the first place.

16 MM. UNSATISFACTORY

New York—The Juvenile Theatre, headed by David Mavity and located at 52 East 78th street, is planning to reopen with 35 mm. projection after having become dissatisfied with its 16 mm. projection system. Other theatres of similar type may be formed into a national circuit if the plan is successful.

LOWER RATES SEEN

Atlanta—James H. Butner, Educational-Tiffany branch manager, believes downward revision on film express rates may be realized by Christmas Express company officials are said to be preparing a petition to the I C C. If this reduction is realized it will climax a two-year campaign by Butner.

N. O. EPICS BRANCH

New Orleans — W. G. Minder, southern sales manager of Talking Picture Epics, has installed Herbert Barnett as manager of the newly-opened office here. Barnett's staff consists of 15 employees.

WINS CONTRACT SUIT

Windsor — First National has won a suit for validity of contract in action brought against H. P. Sewell, operating the Palace Theatre here, winning $805 for damages incurred by the breach of contract.

GEORGIA'S SON AGAIN

Washington — Representative Lanford, Georgia, has remodeled his program of attack on motion pictures to include gangster films. Otherwise his opinion of what is wrong with the movies remains the same. Incidentally, if it's still news, he advocates federal production and distribution of historical and educational films for free use of schools unless the producers "stop depicting gangsters as heroes."

CENSORS FIND LESS FAULTS

Richmond, Va.—Out of 42 films viewed in two weeks, all were passed without deletions, according to the latest bi-weekly report of the Virginia censor board. This is regarded as a most unusual occurrence after the rampage of cuts made in the last ten months.

PICKETS STILL BUSY

Pittsburgh—Ten out of fourteen theatres which broke with the local operators' union several months ago are still being picketed. Theatres now employing operators of Operators - Managers Union No. 171 of Pennsylvania are "sticking tight."

WATCH TAX MEASURES

Pittsburgh—Theatre owners of Pennsylvania are mobilizing to combat expected inimical taxation measures during the present extra session of the state legislature.

DUAL BILL, CUTS

Milwaukee — Double features and cuts in admission prices are hurting local theatre takes. Fox was the first circuit to adopt the policy. Other first runs and neighborhood and subsequent runs quickly fell into line.

NEED MORE "HOKUM"

New York—More "hokum" is needed in pictures, declares B. P. Schulberg, production chief at the Paramount studio. "The type of story that captured and held audiences and made the film industry what it is today was the human, understandable story with lovable and real characters, as opposed to the artificial and the sophisticated," Schulberg states. "To reach the hearts of the masses we must be simple and direct."

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY PRACTICAL SHOWMEN

Advertise Your Short Subjects

Dan Michalove in Warner's "Carry On."

SHORT product means more to successful theatre operation than the majority of managers seem to realize. This statement is proven by a checkup on advertising as against short product bookings which shows that generally managers have failed to mention short product of known pulling power.

Under these conditions we are losing money, losing it where there is no excuse for such loss, and you are hereby instructed that more attention must be paid in future both to the booking of short product and in the advertising and exploitation thereof.

We expend thousands of dollars every week for our own and for other producers' short product and it seems that much more quality and value go into their make-up than is extracted at the box office. Short product can and must produce revenue on its own merit but it will only do so if given the chance. It is this opportunity which you managers must develop by giving your short product the same care and considerable as goes to the feature. First, build your program by properly surrounding the feature with appropriate shorts and then . . . SELL THE PROGRAM.

The wise and experienced manager knows that quite often the patron is more interested in certain shorts than in the big feature. Bobby Jones, for instance, has built up a far greater following than that of most feature film luminaries and Mickey Mouse numbers his followers into the thousands, young and old. Don't take this interest as a matter of course but consider it from the box office angle, play up to it and . . . INCREASE IT.

The live manager realizing that each item of short product represents a proportion of his weekly film cost, expects that each item will not only earn its keep but shall pay a profit as well. Judicious publicity forms an invaluable aid toward the realization of such expectation.

ADVERTISE YOUR SHORT SUBJECTS. IT PAYS AT THE BOX OFFICE.

Racial Exploitation on "Dreyfus Case"

ONE of the most recent outstanding exploitation campaigns was that staged by the Tudor Theatre on the southern premiere showing of Columbia's "Dreyfus Case," in New Orleans.

Supervised by Manager Horace Houghland and Miss Margaret Lee, publicity director of the Tudor, with the co-operation of Ted Toddy, Columbia exploiteer, this successful campaign covered the city like a blanket, ushering in "Dreyfus Case" to extraordinary business.

The production, with its strong appeal to the French and Jewish races, lent itself superbly to this exploitation angle in New Orleans. Through French interests, five windows were given for display, besides card space in numerous important French restaurants, which courtesy also was offered by Jewish restaurants. Special cards were printed in the French and Jewish languages, while advertising space was taken in the Jewish weekly magazine. Another special appeal was made to these two nationalities by 5,000 postcards.

Relatives of Dreyfus were located in the city and afforded material for extra feature publicity, which broke on the front pages of the local papers. Because of the historical and discovered local interest in the production, newspapers gave splendid support; giving, besides publicity stories, added publicity through a classified ad contest of first-rate calibre.

A forty-minutes' broadcast over WSNB of Columbia's radio adaptation of the picture proved an advertising highlight.

The Public Library and bookstores co-operated in tieups with the writings of Zola.

Life size art cutouts in the theatre lobby and a complete front set, with special electric lights, shared in the success of the campaign.

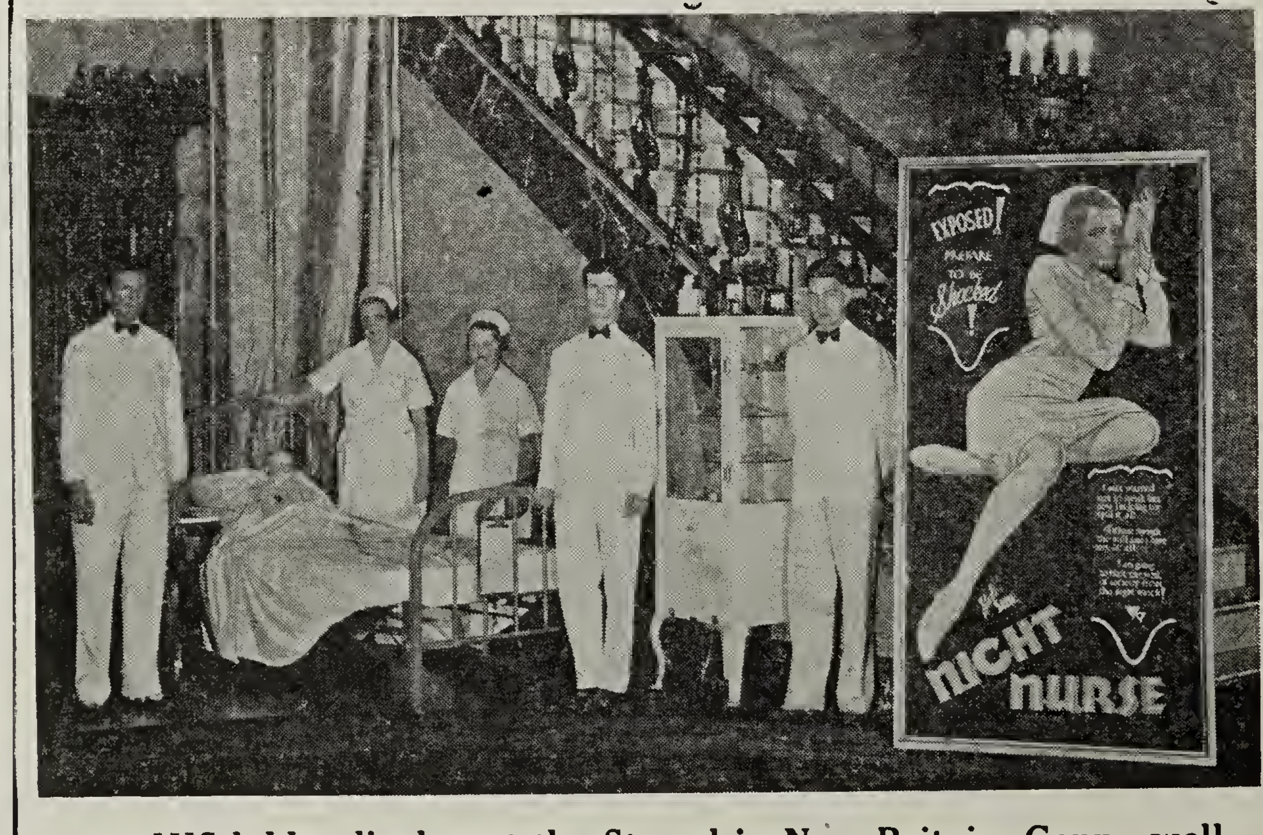
Increased orders of accessories, a 12x20 street banner and additional advertising space in all newspapers rounded out the Tudor's campaign to a result worthy of repeating—"It's Wise to Advertise."

EXPLOITATION IDEAS WANTED

Miniature Gridiron for "Touchdown"

A MINIATURE gridiron painted on the sidewalk in front of the Publix-Dubinsky Newman Theatre in Kansas City during the run of "Touchdown" created no end of comment. This unusual but effective stunt, engineered with no expense except a little paint, did more good than thousands of throwaways, says the management, as it was seen daily by thousands of passers-by. The gridiron, extending the length of the theatre front and the width of the sidewalk, was painted in white and marked off like a regular football field. On either side, at the goalposts, "Touchdown" was painted in large red letters. The grid was repainted during the week, the paint being worn off by the passing feet.

A Smashing Lobby Display


EXPOSED!
Prepare to be Shocked!
The Night Nurse

THIS lobby display at the Strand in New Britain, Conn., well might be titled "The Difference Between an Exhibitor and a Showman." Is it not a "wow"? Photograph by courtesy of Warner Theatres house organ, "Carry On."

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Circuits May Adopt Standard Apertures

Leading national circuits are said to be ready to approve the new standard aperture developed by the Academy of Motion Picture Arts and Sciences, which organization is advocating nation-wide adoption of the device, as reported in November 10 issue of this publication. Lester Cowan is now in New York to take the matter up with executives of major theatre circuits.

A number of west coast studios have indicated their willingness to adopt the standard aperture if theatres will make the necessary alterations in projection machines.

Exhibitors and producers have been experiencing since the advent of sound because of the absence of a standardized aperture. Studios, for instance, have been compelled to photograph actors and sets so that the picture could be shown on an oblong screen in some theatres and a virtually square screen in others, depending on the method of sound recording used and other mechanical factors. This has frequently resulted in part of the top, bottom or sides of the picture image being cut off.

Cowan expects the new standard to do away with framing difficulties and to permit studios to use four per cent more area on the film for action than was possible while variation in the shape of screens had to be provided for. The camera aperture proposed is .651 inch by .868 inch, allowing for a theatre projector aperture of .615 inch by .820 inch.

NEW GOODALL HEAD

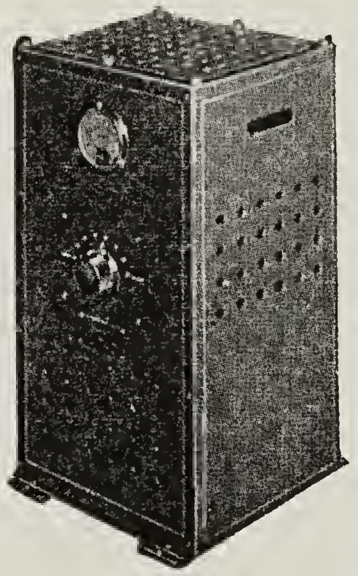
Small Sound Device Easy to Install

Following a year of research and experiment, the Goodall Electric Manufacturing Company of Ogallala, Neb., has placed on the market a junior model sound head designed without moving parts, springs or gates.

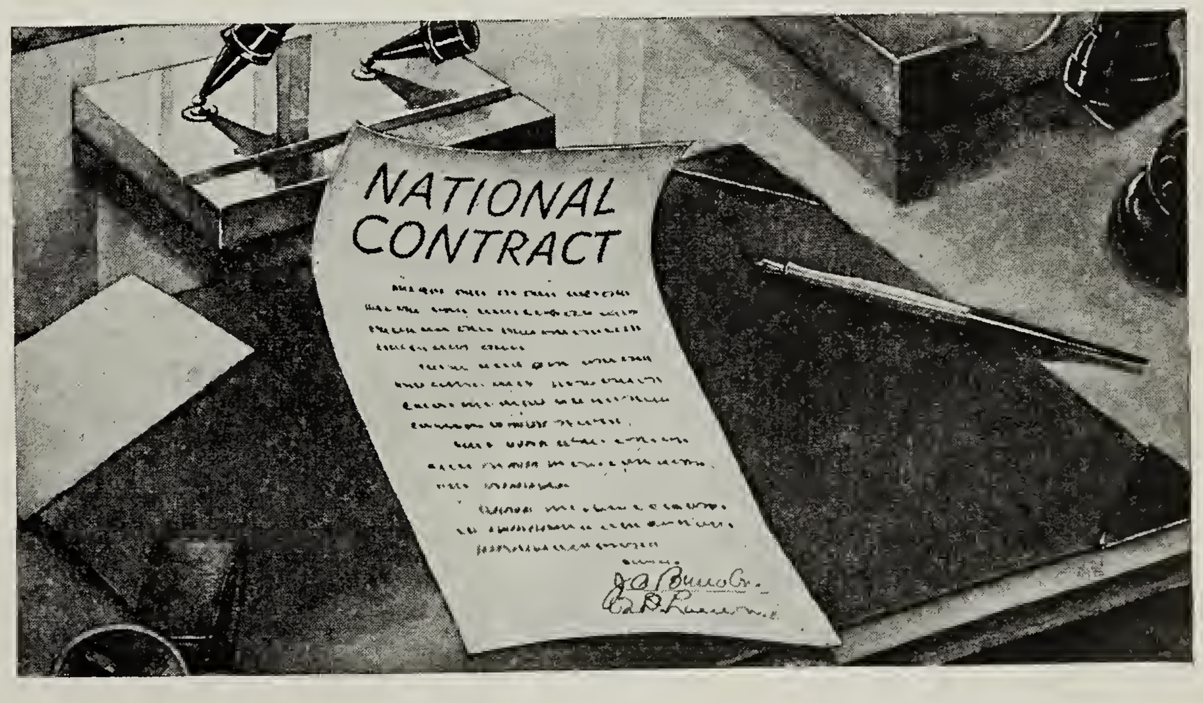
By a special arrangement the film is pulled past the sound aperture at a constant even speed. Standard exciter lamps of any size are used. A special optical system throwing a beam of .0007 inches is used. The P. E. cell is entirely shielded, both electrically and from stray lights, by a hollow aluminum cell house.

Another feature is the adjustable aperture plate and guide roller making it possible to adjust either the film or the aperture plate while the equipment is in operation.

Garver Sales Good



Sales of the Garver Kurrent Changer, a product of the Garver Electric Company, Union City, Ind., have been excellent during the past few months, according to company officials. The Kurrent Changer, designed to operate with a minimum of maintenance cost includes a rectifier that produces from 15 to 30 D. C. amperes for permanent installations, or as emergency units. The device is said to provide an unfailing supply of current.



ONE COMPLETE TRANSACTION

versus

Scattered Buying...

Consider the many advantages — the economy — of remodeling or re-equipping your theatre with one time and money-saving transaction instead of a dozen deals or more. You can buy everything you require at National . . . see it before you buy it . . . on most liberal payment terms. A single contract, with a definite blanket guarantee of maximum value and service performance. Come in and let's talk it over.

NATIONAL THEATRE SUPPLY COMPANY

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.
1510 Davenport Street, Omaha, Nebr.
1123 High Street, Des Moines, Iowa

THE BAROMETER

REPORTS OF RESULTS AT THE BOX OFFICE

. . AS TOLD BY . . .
EXHIBITORS THEMSELVES

COLUMBIA

Dawn Trail, Buck Jones.—Good business. Very fine western show. R. G. Risch, New Scenic, Appleton, Minn.

FOX

Charlie Chan Carries On, Warner Oland—Good detective story; film good; four-day run very good business.—Backer Bros., Bijou, Browns Valley, Minn.

Daddy Long Legs, Janet Gaynor —Business good in extremely hot weather. Pleased 100 per cent. Think this one of the best pictures ever exhibited.—Gladys E. McArdle, Owl, Lebanon, Kas.

Just Imagine, El Brendel—Good comedy; liked generally; a little far-fetched, but something different.—C. H. Collier, Globe, Drew, Miss.

Three Girls Lost, Loretta Young —Very good comedy; cleverly directed; good for Sunday. — Grobaski Bros., Mazda, L'Anse, Mich.

Body and Soul, Chares Farrell and Elissa Landi—Not near the picture it is supposed to be. —R. G. Risch, New Scenic, Appleton, Minn.

METRO-GOLDWYN-MAYER

Bachelor Father, Marion Davies. —Starvation business and the picture very much over-rated.—R. G. Risch, New Scenic, Appleton, Minn.

Dance, Fools, Dance, Joan Crawford.—Drew a fair crowd; should have been run sooner.—R. G. Risch, New Scenic, Appleton, Minn.

Politics, Marie Dressler and Polly Moran. — Business good; a show that will please everyone; a good comedy.—L. D. Roberson, Victoria, Mount Olive, N. C.

Susan Lenox, Greta Garbo—Best Garbo picture we've ever played. Good cast and acting. Clark Gable great.—J. J. Hoffman, Plainview, Plainview, Neb.

This Modern Age, Joan Crawford.—Good, but not as good as "Laughing Sinners." Too much Paris in this.—J. J. Hoffman, Painview, Plainview, Neb.

New Adventures of Get-Rich-Quick Wallingford, Wm. Haines.—After all the sexy pictures this is a real treat—moves fast and smoothly; real entertainment.—J. J. Hoffman, Plainview, Painview, Neb.

It's a Wise Child, Marion Davies —Very good; high class; good for Sunday. — Grobaski Bros., Mazda, L'Anse, Mich.

Laughing Sinners, Joan Crawford —A good clean picture that was well liked. Fair business in competition with a street fair.—Gladys E. McArdle, Lebanon, Kas.

PARAMOUNT

The Night Angel, Nancy Carroll —Business very poor; sound good and house comfortable. Picture not type for small town showing.—C. H. Collier, Globe, Drew, Miss.

Fighting Caravans, Gary Cooper. —Good.—C. A. Orr, Opera House, Grace, Idaho.

RKO-RADIO

Gay Diplomat, I. Lebedeff. — A poor attraction; nothing to it; foreign accent spoils everything.—R. G. Risch, New Scenic, Appleton, Minn.

Transgression, Kay Francis. — This was quite a flop. I have nothing to recommend it to anyone.—R. G. Risch, New Scenic, Appleton, Minn.

STATE RIGHTS

Birth of a Nation—Look out for this one. Sold to us as a big special with supposedly $200,000 worth of music added to it. Sound is a flop and not what is claimed for it by a long ways. They even cut some of the original picture and weakened it. See this before you book it. The original picture is still great and most people would come to see it if admission prices were not increased. Don't disappoint by playing up the sound addition.—W. Ludtke, Palace, Durant, Iowa.

Ten Nights in a Barroom, Wm. Farnum. — Best of season; four shows first night, three shows second night. People came for 600 miles to see this one.—C. A. Orr, Opera House, Grace, Idaho.

UNITED ARTISTS

Reaching for the Moon, Douglas Fairbanks—A silly comedy and, as usual, Doug does all the laughing. —Grobaski Bros., Mazda, L'Anse, Mich.

UNIVERSAL

Iron Man, Lew Ayres—A long drawn-out affair in which nothing really happens. — Grobaski Bros., Mazda, L'Anse, Mich.

Seed, John Boles — Good story; business fair. Picture true to human nature.—Backer Bros., Bijou, Browns Valley, Minn.

Fill Out This Blank and Mail to ASSOCIATED PUBLICATIONS, INC., 4704 East 9th Street, Kansas City, Mo.

My opinion on pictures recently played here is as follows:

Title ______________________________

Star ______________ Producer ______________

Business and Comment: ______________________________

____

______________ Weather: ______________

Title ______________________________

Star ______________ Producer ______________

Business and Comment: ______________________________

____

______________ Weather: ______________

City ______________ Theatre ______________

State ______________ Exhibitor ______________

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Possessed

M-G-M—78 Minutes

Cast: Joan Crawford, Clark Gable, "Skeets" Gallagher, Wallace Ford, Frank Conroy, Marjorie White, John Miljan, Clara Blandick. Directed by Clarence Brown.

Superb performance by a stellar cast, augmented by deft direction lifts this trite story out of the routine and places it among the good box-office films. Strictly adult fare, it is the tale of a poor gal who works in a box factory and yearns for luxury while off duty. There's a dependable chap who wants to marry her, but she can see none of him. Finally she goes to the big city, leaving no doubt about her mission. That she succeeds is amply evident in the form of luxurious surroundings, etc. Along toward the last the picture really gets under way and ends with a twist that will leave the less discriminating with large tears in their eyes. Crawford at her best. Gable in the sort of sexy role that made him famous.

SELLING SEATS: Step heavily on the cast. Sell the Crawford - Gable combination for everything it is worth—and it's worth plenty.

The Ruling Voice

First National—76 Minutes

Cast: Walter Huston, Loretta Young, Doris Kenyon, David Manners, John Halliday, Gilbert Emery, Dudley Digges, Willard Rozinson, Douglas Scott. Directed by Rowland V. Lee.

The story, written by Rowland V. and Donald V. Lee, had great possibilities because of its timely theme exposing the modern milk trusts. But something seems lacking in making this vehicle the powerful dramatic sensation it is purported to be. The story is too loosely knit together and the roles unsuited to the ability of the stars. Walter Huston is not a bit convincing in his role as the czar of a grafting organization which covers the milk supply of a great city. For the sake of his daughter's happiness he tries to quit the racket, but it is too late. He is killed by the man he ruined.

SELLING SEATS: Play up the cast and stress the daring expose of the milk trust. Here's a good teaser slogan: "Have You Heard the Ruling Voice?"

Suicide Fleet

RKO-Pathe—89 Minutes

Cast: Bill Boyd, Robert Armstrong, James Gleason, Ginger Rogers, Harry Bannister, Frank Reicher. Directed by Albert Rogell.

Thrills and comedy are combined in this vividly portrayed story revealing how the U. S. sank the submarines during the World War. The action moves fast and there is plenty of excitement with booming guns and screaming sirens to give the scenes a breath-taking aspect. Any audience will be intensely interested in every moment of the picture. It is the familiar tale of three wise-cracking buddies who become almost separated by battling with death. Being enlisted in the Navy they have plenty of thrilling experiences as members of the "suicide crew" blowing up other vessels. The battle action is thrilling and the spectacular photographic shots add realism to the picture. It has everything the average audience wants in the way of entertainment.

SELLING SEATS: Sell the well-known trio of Boyd, Armstrong and Gleason. Capitalize on the naval angles. Recruit the crowds with the selling talk: "Now It Can Be Told—the Inside Story of How We Sank the Submarines."

His Woman

Paramount—75 Minutes

Cast: Gary Cooper, Claudette Colbert, Averill Harris, Richard Spiro, Raquel Davida, Hamtree Harrington, Sidney Easton, Joan Blair, Charlotte Winters, Herschell Mayall, Joe Spurin, Lon Hascal, Harry Davenport, John T. Doyle, Edward Keane. Directed by Edward Sloman.

Some may be thoroughly pleased with this picture, others may find it a dull piece of screen fare. Personally we thought it too slow moving and draggy. The action usually found in the Gary Cooper pictures seems lacking. The story is about a sea captain who finds a baby adrift in a boat. At first he intends to throw the infant overboard but his human instinct tells him to keep it. He finds it necessary to hire a woman to take care of the baby and engages Colbert when she tells him a phoney story about herself. Everything is dandy until the mate, Averill Harris, who knows her past, exposes her. Cooper tells her he doesn't need her services anymore, but their mutual love for the child brings her and Cooper together.

SELLING SEATS: Feature the co-stars and the human interest. Profit by the variety of title angles.

Blonde Crazy

Warner Bros.—75 Minutes

Cast: James Cagney, Joan Blondell, Louis Calhern, Noel Francis, Guy Kibbee, Raymond Milland, Polly Walters, Charles Levinson, William Burress, Peter Erkelenz, Maude Eburne, Walter Percival, Nat Pendleton. Directed by Roy Del Ruth.

Another racketeer story, but one that can be classed above many others. It makes satisfying entertainment and after all that is what the public wants in their pictures today. The story furnishes good material for James (Public Enery) Cagney and Joan Blondell. The plot concerns a wise-cracking bellboy and linen girl who tire of peddling liquor to the hotel guests and decide to get in the big money themselves. Cagney mingles with bigshot confidence men who take him for a trimming. He finally gets back at them but has to pay the price when he is caught by the cops. For the benefit of Mr. Hays there is a good moralistic ending attached.

"Blonde Crazy" is good entertainment all the way and we highly recommend it to any audience. Cagney and Blondell deliver their performances with zest. The others in the cast are also convincing. We believe Warner Brothers have a real picture that deserves credit.

SELLING SEATS: Cagney and Blondell together offer a good selling angle. Try putting over a contest for the most popular blonde in town. Secure cooperation from the beauty parlors.

SHORT SUBJECTS

The Black Spider

Educational—6 Minutes

Another of those appealing Terry Toon numbers that brings a round of applause from the audience. This short deals with a black spider who centers his attention upon a most beautiful little girl. Thereby hangs the tale. And what a tale! The atmosphere and music enhance the entertainment value.

Lucky 13

Vitaphone—21 Minutes

The first of a new comedy series, the "Girl Friend." Fanny Watson and Thelma White make this tale of a cross-country automobile race a most amusing affair . The girls are about to lose the event when an escaped convict takes possession and drives the car into first place. With the entrance of the lunatic into the scene the rib-cracking part begins.

A Melon Drama

RKO—20 Minutes

The Clark and McCullough team does itself proud in this hilarious chronicle of cornets, tomatoes, watermelons, time bombs, detectives, a judge and a fruit-stand keeper. The lads are private detectives. As a gumshoe Bobby Clark is a rather good cornet player. The fruit-stand proprietor holds contrary views, however, and expresses his disapproval via a flock of not-exactly green tomatoes. His musical yen dampened, or smothered if you will, Clark gets the boy friend and the two play a joke on the fruiter. McCullough hides a watermelon inside his belt. The melon contains a time bomb. When the embryonic Sherlocks discover this fact a lot of things begin to happen that must have kept even Director Mark Sandrich in an uproar of laughter.

Come Clean

M-G-M—20 Minutes

Back from the features to the shorts. And we hope that Laurel and Hardy never return to feature-length films. That is, if they can provide us with mirth-ticklers of this quality. A string of side-splitting episodes and pantomime par excellence. The story, if it matters, concerns a "quiet" evening at the Hardys that turns into an attempted suicide, rescue, dumb standings on a wharf, chases, up and down the elevator shots, etc. A real laugh-provoker.

Industry Facing Fox Patent Suits

(Continued from page 7)

Du-Art, Film Lab., Cecil B. DeMille, Walt Disney, Dominant, Educational, Electrotone, Excelatone Studios, Douglas Fairbanks, Fashion Feature Studio, Feature Products, Carl Fenton, Filmlab, First Division, Fitzpatrick, Fowler, Gilliam & Reed, G-M Lab., G. Y. B. Products, D. W. Griffith, Hal Roach, Halpern, H. E. R. Lab., Hercules Film Products, Hispania, Michael Hoffman, Hoffman Products, Hollywood Film Enterprises, Hollywood Products, Hollywood Syndicate, Robert J. Horner, Lyman H. Howe, Burton Holmes, Howard Hughes, Craig Hutchinson, Iberia, Ideal Studios, Imperial, Inkwell, Inspiration, International Pictures, Inter-Continental Lab., Italotone, Iwerks, Jam Handy, Kinogram, Willis Kent, Kines Studio, Liberty, Loew's, Harold Lloyd, Majestic, M-G-M, Metropolitan, Meyer-Rieger, National Screen Service, Pacific Coast Record Studio, Paramount, Photocolor, Premier Studio Principal Pictures, Recording Lab. of America, Hugo Riesenfeld, RKO, Mack Sennett, Sight & Sound Corp., Sono Art-World Wide Pictures, Sound Systems, Stanley Recording Co. of America, Talking Pictures Epics, Tec-Art, Technicolor, Tiffany, United Artists, United Trailer Service, Universal, Van Beuren, Visugraphic, Wafilms, Wilding, Winkler, Warner Bros.

"Flywheel" Patent

Notices of infringement on the "flywheel" patent were sent to:

RCA Photophone, RKO, Pacent, Electrical Research Products, Moviola, Colograph, Q. R. S. De Vry, Lucille Products, Sentry Safety Control, Ruby Camera, Universal Sound System, Powers Cinephone, Simplimus, Racon Electric, Holmes Projector, Royal Amplitone, Talking Picture Equipment Corp., Gries Machine, Safety Projector, Weber Machine, Zenith Patented Safety Projector, Loew's, M-G-M, Paramount, Warner Bros.

Pageant Leader

(Continued from page 7)

struments; for the collaboration of Artur Hadley and Deems Taylor on the music and of Paul Kester and Charlton Andrews on the books, and for the leadership of Dr. Walter Damrosch and John Phillips Sousa for the chorus and bands, respectively.

In extending the invitation to Griffith, Arnold Kruckman, director appointed by Congress to conduct the celebration, wrote:

"In this celebration we are striving toward an ideal, and that ideal is to emphasize the great qualities of the American character symbolized by Washington, which has left its immortal effect upon the history of the world in the unfolding of the American idea that has had such a profound reaction upon all modern history. I expect this great pageant play will be tremendously effective in kindling a new conception of the ideals for which the nation stands. This is why we are asking the most gifted and the most distinguished Americans to help us be they artists of the stage or screen, or in literature and painting, or in the arts of science and industry."

Selection of the director for these vast efforts was not an easy one. But in choosing Griffith, Kruckman wrote: "In the handling of mass effects, sweeping movements, colors, contrasts and delicate detail, no one in the world has equalled your achievements."

Kruckman explained that he had particular reference to the great sweep of the Griffith picture, "Intolerance," and to the basic patriotism displayed in "The Birth of a Nation," "Abraham Lincoln" and other masterpieces. As it happened, Griffith was deep in the production of "The Struggle," his newest picture, when the invitation arrived some weeks ago, and his acceptance was therefore deferred until he completed the picture.

Almost every name of importance upon the stage and screen and upon the operatic and concert stage will be included in the pageant roster The following have already accepted: Margaret Anglin, John Barrymore, Mme. Ernestine Schumann-Heink, Walter Hampdon, Mary Brian, May Buckley, Constance Collier, Henrietta Crosman, Margaret Dale, Robert Downing, William S. Hart, Gus Edwards, Taylor Holmes, Doris Keane, Myrna Loy, Fredric March, Tully Marshall, Burr McIntosh, Antonio Moreno, Carmel Myers, Mme. Ellen Beach Yaw, Sarah Padden Corliss Palmer, Ruth Roland, Effie Shannon, Fred Stone, Fay Templeton, Tom Terriss, Bryant Washburn, Jane Winton, Anna May Wong, Fay Wray, Hobart Bosworth, Jean Harlow, Mr. and Mrs. Charles Coburn, and William Faversham.

Sign Wales-Mong

Holywood — Ethel Wales has been signed to play the part of "Aunt Martha," and William V. Mong the role of "Fletcher."

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Displav Rates on Request.

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

BARGAINS in new and used theatre equipment of all kinds, sound on film and disc. Tubes, new, 20 per cent off list; X-Cell photo cells unconditionally guaranteed for one year, $25 each. Motors, blowers, projection machines and seats. Cash must accompany order. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. xc12-8(4)

TWO SIMPLEX projectors, Warner converter, Moviephone sound equipment. 509 Myrtle, Davenport, Iowa. 12-1

MOTION PICTURE SUPPLY DEALERS—For emergency need of Simplex machines, generators, low intensity lamps, opera chairs —get in touch—we have 'em— they're bargains. Satisfaction guaranteed. Bland Brothers, 1018 South Wabash, Chicago x12-1

NOTICE TO still silent exhibitors—We offer two machines complete with sound-on-film attachment for as low as $1500; easy terms; only established theatres will be considered. Western Feature Films, 1024 South Wabash, Chicago. x12-1

THEATRES FOR SALE

PAYING THEATRES for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Bldg., Chicago. 12-8

THEATRE BUILDING with balcony for rent in Abilene, Tex., after January 1. Good location, reasonable rent. Communicate with Levy Bros., Sweetwater, Tex. 12-15

ONLY SHOW building in good small oilfield town. Rent cheap. M. D. Butler, Oilton, Okla. x12-1

TICKETS

TICKETS—11c per thousand; regular new stock; pads or rolls; different admission prices; going fast so get yours. Also special bargains in rebuilt Simplex machines, low intensity lamps, other equipment. Western Feature equipment. Western Feature Film Films, 1024 South Wabash, Chicago. x12-1

WANT TO SELL YOUR THEATRE? THE CLEARING HOUSE WILL PUT YOUR PROPOSITION BEFORE 20,000 PROSPECTS.

WANTED TO LEASE

ABOUT 500-seat house, good equipment, give full particulars. Buyer, c/o Weekly Film Review, 125 Walton St., Atlanta, Ga. x12-1

POSITIONS WANTED

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

DESIRES JOB, lease or buy theatre; reliable married man 32; experienced sound manager and advertising. Give full particulars. John T. Tkach, Hebron, N. D. 12-1

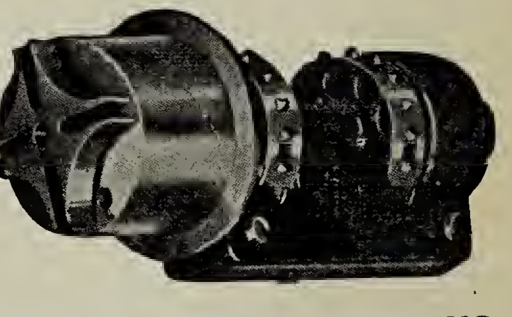
THEATRES WANTED

CAN SELL your theatre quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 12-15

THEATRICAL PRINTING

DEPRESSION REMEDY—1,000 3x8 dodgers, $1.00; 50 11x14 Tackcards, $1.65, prepaid. Cash. King Shopress, Warren, Ill. 12-1

OLD EQUIPMENT CAN BE TURNED INTO CASH THRU THE CLEARING HOUSE.



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Mr. Sales Manager:

You Market your product nationally, but---you sell it locally.

FOR GREATER RESULTS—*Advertise Locally on a National basis.*

Associated Publications cover important local needs in trade news and service.

Dealing with local as well as national problems of the motion picture industry gives Associated Publications the advantage of year around preference.

Exhibitor interest for each publication in the A. P. Group of ten regional trade papers is maintained by well balanced editorial material valuable and welcome because it applies to local conditions.

Advertising in the A. P. Group gets the benefit of this friendly exhibitor reception. You get intensive coverage and intensive reader interest. And for convenience—one order, one plate, one billing.

FOR ASSURED RESULTS

TELL 'EM WHERE YOU SELL 'EM!

ON THEIR HOME GROUND THROUGH THEIR HOME TRADE PAPER

THE FILM GROUP
A.P.
ASSOCIATED PUBLICATIONS

FILM TRADE TOPICS

Covering San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City territories.

MOTION PICTURE TIMES

Covering Dallas and Oklahoma City territories.

MOVIE AGE

Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL

Covering Kansas City and St. Louis territories.

Motion Picture DIGEST

Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW

Covering Detroit territory.

EXHIBITORS' FORUM

Covering Pittsburgh and Buffalo territories.

The OHIO SHOWMAN

Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS

Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW

Covering Atlanta, New Orleans, Charlotte and Memphis territories.

National in Scope
Local in Service

ASSOCIATED PUBLICATIONS, Inc.

BEN SHLYEN, President and Publisher

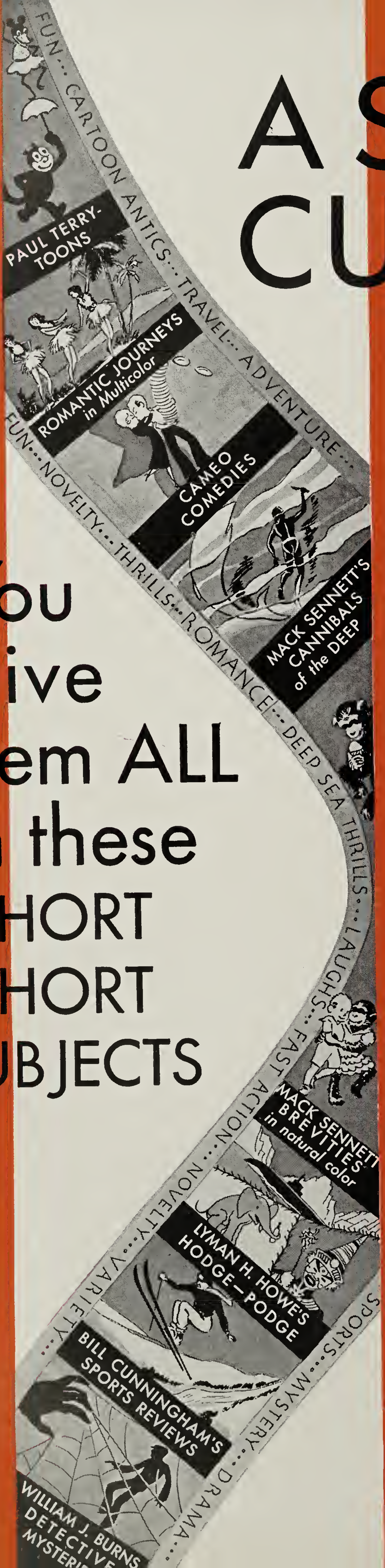
NEW YORK OFFICE: 551 Fifth Ave.—Phone: MUrray Hill 2-10191

PUBLISHING OFFICE: 4704 East 9th St., Kansas City, Mo.

IN ADVERTISING THERE IS NO SUBSTITUTE FOR GOOD RESULTS

ASK YOUR CUSTOMERS

What they want in their screen entertainment


FUN... CARTOON ANTICS... TRAVEL... ADVENTURE... DEEP SEA THRILLS... LAUGHS... SPORTS... MYSTERY... DRAMA...
FUN... NOVELTY... THRILLS... ROMANCE... FAST ACTION... NOVELTY... VARIETY...
PAUL TERRY-TOONS
ROMANTIC JOURNEYS in Multicolor
CAMEO COMEDIES
MACK SENNETT'S CANNIBALS of the DEEP
MACK SENNETT BREVITIES in natural color
LYMAN H. HOWE'S HODGE-PODGE
BILL CUNNINGHAM'S SPORTS REVIEWS
WILLIAM J. BURNS DETECTIVE MYSTERI

You give them ALL in these SHORT SHORT SUBJECTS

Like the short short stories in the magazines, they are packed with action and entertainment—these *Educational Pictures* tabloid films. They make any program a better show.

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. HAMMONS, President
Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

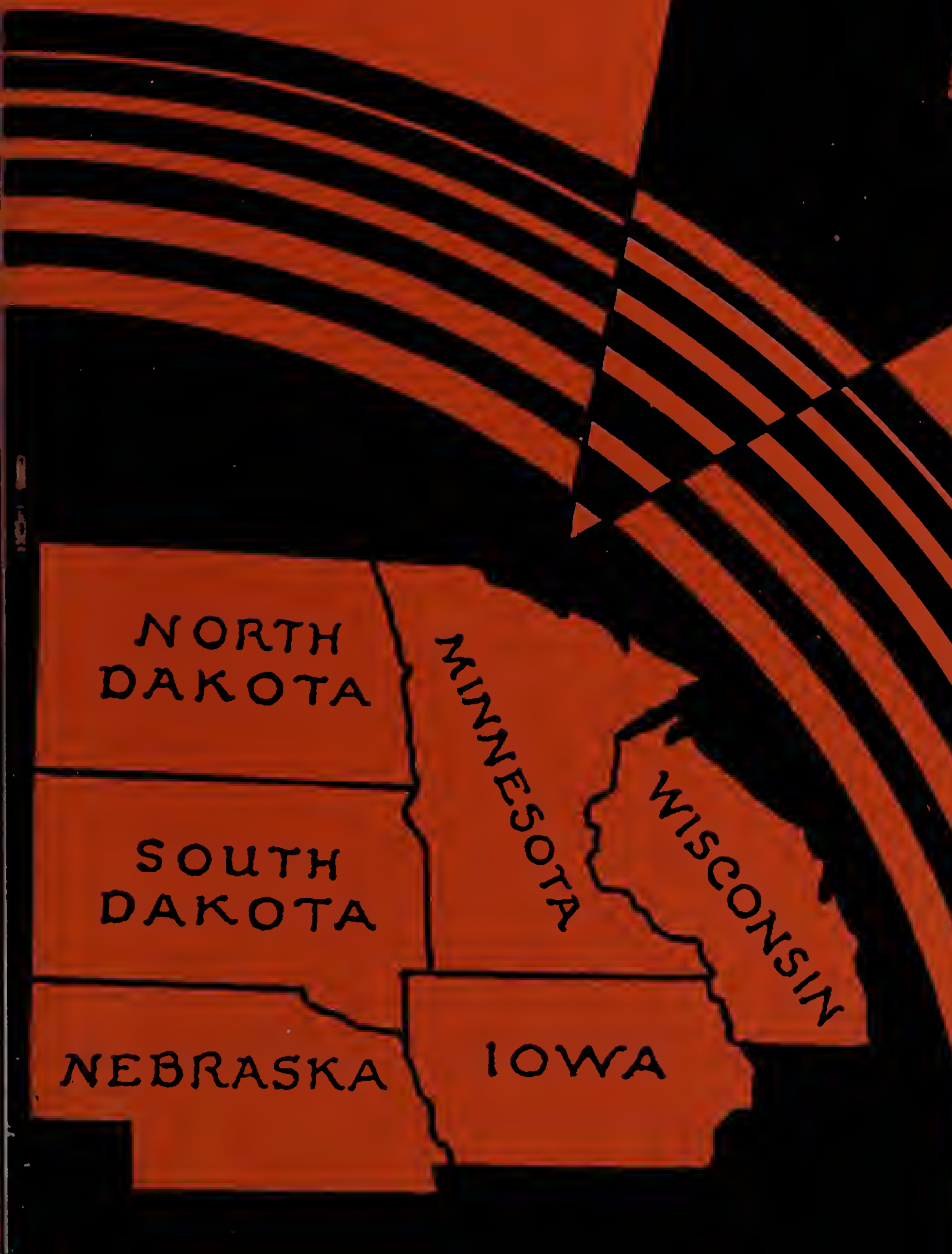
DEC. 8, 1931
VOLUME XIII NUMBER 3

MOVIE AGE

BETTER PRODUCT BOOSTS MORALE OF NORTHWEST SHOWMEN

NORTHWEST RAISES FIFTY THOUSAND FOR UNEMPLOYMENT RELIEF

UNITED ARTISTS TO MAKE TEST CASE OF NORTH DAKOTA APPEAL


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

Increase Attendance

With the Tried and Proven

Scooter-Nite

Wins Kids on Sight!

Full Description of $3 Retail Value 3-Wheel Safety Scooter

Of very newest speed design, built of first quality **steel** to hold any weight up to 200 lbs. Beautifully finished in red and green enamels. Has large reinforced natural wood handle-bar, balanced hinge for easy turning; 5-inch double disc steel wheels. Platform of one-piece heavy-pressed steel.

EACH boy and girl in your drawing radius will bring you 24 paid adult admissions in exchange for one of these 3-Wheel Safety Scooters.

In the SCOOTER-NITE PLAN you get these identical scooters to offer every kid in your drawing radius—and you get them at factory price of $1.12 each. This offer is open to all chain and independent theatres in the U. S. **We do not sell these Scooters to retail trade,** but only through our premium plans. The SCOOTER-NITE PLAN will only cost you a fraction of what you can and often do spend on exploitation stunts that have nothing like the possibilities of permanently built up business, which the SCOOTER-NITE PLAN provides. **You make friends with SCOOTER-NITE.**

Most exhibitors work "SCOOTER-NITE" two or more days a week. For example, if the exhibitor finds Mondays and Thursdays are his dull nights, he works SCOOTER-NITE for those days; or if he should run the same picture two days in succession, he makes Mondays and Tuesdays, or Thursdays and Fridays, his SCOOTER-NITE. The quicker he gives away these Free Scooters the more advertising he gets through the children using them and showing them to their friends, relatives and neighbors. As long as the Scooters last—and they are of steel construction so will last indefinitely—you will be getting advertising value from them; children are proud to mention that they EARNED the Scooter at your theatre.

Children won't let their parents, relatives or friends alone until they have helped fill the Record Card. The Record Card is a card bearing the name of your theatre and with twenty-four printed squares on one side, in which your cashier or doorman stamps—with rubber stamp which we furnish—a square for each adult admission brought by the child. For example, if the child brought in four adults, the child would get four of the squares stamped.

When all twenty-four of the squares are filled the child turns in his Record Card and receives one of the 3-Wheel Safety Scooters. No strings—no contest. Every child has equal opportunity. You run no risk of disappointing anyone. You issue Scooters only for completely filled cards.

Costs You Less Than 4 and 2/3 Cents per Admission

To illustrate: The Scooters cost the exhibitor $1.12 each. There are 24 stamps on Record Card. 4 and 2/3c times 24 equals $1.12. Therefore cost to exhibitor is 4 and 2/3c per admission.

How to Order for Scooter-Nite Plan

Required starting order is 24 Scooters. You can best estimate the number you may require, but your first order must be at least for 24. Four Cards are furnished free, imprinted with your theatre name, for each Scooter ordered; thus on minimum order you would receive free 96 Record Cards. Heralds imprinted with theatre name, are furnished for $3.00 per thousand. A 120-ft. Trailer is loaned for two weeks only, and a deposit of $3.60 is required if Trailer is desired. This deposit is returned to theatre on return of Trailer.

The
Steel Stamping Company

Factory, Lorain, Ohio

CLIP OUT THIS ORDER-FORM AND MAIL TODAY

MINIMUM ORDER ACCEPTED TWENTY-FOUR SCOOTERS

The Steel Stamping Co.,
Scooter-Nite Sales Dept.,
3553 Broadway, Lorain, Ohio.

Gentlemen: Enter my order for ________________________3-Wheel Safety Scooters, at $1.12 each, F. O. B. Lorain, Ohio. I enclose my check (or money-order) for (one-half of total cost of scooters ordered)

________________, balance, plus shipping charges from Lorain, O., to be C. O. D. Undersigned to receive free with this original order 4 Record Cards for each Scooter ordered, free rubber stamp, and free sample herald.

Theatre ___________________________ by___________________Mgr.

Town ___________________________ State ______

If member of chain of theatres give name and address of main office below:

____

Attention, Mr.____________________________

☐ **Check here, if trailer is desired, and send $3.00 deposit which will be refunded on return of trailer.**

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Kayo Box-Office Blues

More Than $61,000 by 3 Minneapolis Houses Point Way Out of Existing Slump.

Really sensational business done by three pictures simultaneously in the Minneapolis loop last week demonstrated still once more that outstanding attractions apparently are depression-proof, that the public seemingly has plenty of money to spend yet on entertainment and will spend it if you give it what it wants and that all the producers have to do, in order to keep the wheels of prosperity grinding for the motion picture industry, regardless of business conditions generally, is to furnish pictures with a box-office punch!

The three pictures were "Frankenstein," "The Sin of Madelon Claudet" and "Possessed," at the RKO Orpheum, State and Minnesota, the town's three largest and leading showhouses, respectively. A total of more than $61,000 was grossed by the trio in a week within a stone's throw of Christmas and at a period of the year supposed to be the dullest of the season for the theatrical business.

"Frankenstein," at the Orpheum, did a larger business Saturday and Sunday than "Cimarron" or "Amos 'n Andy," the theatre's record breakers. Its receipts for the week were the biggest the house has enjoyed all year. "The Sin of Madelon Claudet" brought the State one of the most profitable weeks in more than a year. Neither of these pictures had a name star that meant a thing to the box-office, indicating, evidently, that it's the pictures and stories, rather than the stars, which count the most in the last analysis.

In the case of "Possessed," at the Minnesota, however, it is agreed that the combination of such popular stars as Joan Crawford and Clark Gable was undoubtedly the principal factor by far in the powerful draw, leading

(Continued on page 5)

Fifty Thousands for Unemployed

Twin Cities Net More Than $22,000; Towns in Territory Yet to Report; Industry Praised.

Unemployment benefit performances in Minneapolis and St. Paul netted slightly more than $15,000 for the national relief fund, according to figures just tabulated. Final figures for the Northwest territory outside of the Twin Cities are not yet available, but 64 out of 200 towns have reported about $10,000.

Figures to date thus indicate that the Northwest district theatres may contribute close to $50,000 to the charitable cause. This is believed to be relatively better than other sections of the country have done.

The Minneapolis total was $10,-

(Continued on page 4)

Contract Appeal

United Artists Makes North Dakota Appeal From Adverse Decision a Test Case.

As a test case to determine if film contracts which have been generally in use in the territory will have any legal standing in court and whether further action should be taken by Minneapolis distributors to try to enforce alleged contract violations, United Artists has decided to appeal the case against John Pillar, Valley City, N. D., exhibitor.

Like in a half-dozen other similar cases involving distributors

(Continued on page 5)

STRIKE AVERTED

Union Meets One-Man Booth Demands

Rochester, Minn.—A strike was narrowly averted here when the local operators' union finally agree to the demand of the Lawler Theatre for one man in the booth.

L. G. Roesner operates the house in partnership with Publix. Dissatisfied with the Publix handling of the labor controversy, he took charge of the matter himself. The union was all set for a strike when W. T. Madigan, one of the international officers, arrived on the scene. Through the friendly intervention of Theodore Hays of Publix the parties were brought together and an amicable agreement reached.

Takes Rio Purtell

Rio, Wis.—James P. Frank has taken over the Purtell Theatre here from James Purtell.

New Lisbon Sale

New Lisbon, Wis.—L. E. Baker has disposed of his Home Theatre here to C. F. Miller.

RCA Retains Office

RCA Photophone will retain its present quarters at 671 Second Ave, North, Minneapolis, instead of combining its offices with those of RKO-Pathe on Glenwood Ave., as erroneously reported in another trade paper. Announcement to this effect was made by R. R. Hill, local manager.

Three Smashes!

By M. E. CUFFEL, Editor

WE cannot help but giving vent again to a feeling of exultation when we think of the box-office results attained last week in Minneapolis by three box-offices smashes, "Frankenstein," "The Sin of Madelon Claudet" and Possession."

Here were three attractions playing in opposition to each other at the leading loop houses, and each of them did a record-breaking business. It all goes to show again that the product is what counts these days and that, if you have it, the depression can't prevent you from doing a profitable business—that is, if you handle your box-office naturals with the proper degree of showmanship, as was done in the Minneapolis instances.

Don't let the depression whip you, Mr. Exhibitor. Grab onto these picture smashes that are now coming up for release and exploit and advertise them to the limit. You'll find that it won't be a hard winter for your family and you after all.

"Frankenstein," "Sin" and "Possessed" Big

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Dec. 4) — Three pictures in the loop did tremendous business the past week. They were "Frankenstein," "The Sin of Madelon Claudet" and "Possessed" at the Orpheum, State and Minnesota, respectively. Not in one week in many a month has there been so much business done at the above three houses. Grosses attained sensational proportions in each instance. The best of the trio, from an artistic standpoint, was "The Sin of Madelon Claudet" which won a Five-A rating from Merle Potter, the Journal dramatic editor. Few pictures are accorded such high rating by him. Fans as well as critics raved over this fine Paramount production. "The Age for Love," at United Artists' Pantages, failed to prove a drawing card. Charles Farrell's picture, "Heartbreak," at the Lyric, also was no magnet.

Aster—**Expensive Women** (Warner Bros.), Dolores Costello. **Business:** 80 per cent. **Summary:** A sophisticated drama about the love affairs of a young woman who disregards the conventions; not for the family; trite uninspired. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric—**Heartbreak** (Fox), Chas. Farrell and Madge Evans. **Business:** 65 per cent. **Summary:** A dull war drama of an American aviator who falls in love with an Austrian girl and of the romantic complications when hostilities break out; artificial and slow-moving. **Entertainment Merits:** 70 per cent. **Short Subjects:** Sound News; Slim Summerville Comedy; Screen Vaudeville.

Minnesota — **Possessed** (M-G-M), Joan Crawford and Clark Gable. **Business:** 125 per cent. **Summary:** The story of a factory girl who was willing to defy the conventions to attain luxury; an outstanding box-office combination of stars and one of Miss Crawford's best pictures. **Entertainment Merits:** 85 per cent. **Short Subjects:** Stage Show; Sound News; Cartoon Comedy.

RKO Orpheum — **Frankenstein** (Universal), Colin Clive, Mae Clarke and John Boles. **Business:** 175 per cent. **Summary:** A horror drama about a monster created out of dead men's bones stolen from graveyards; the most gruesome and spine-chilling of the terror-inducing series. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage Show; Sound News; Comedy.

State—**Sin of Madelon Claudet** (Paramount), Helen Hayes. **Business:** 150 per cent. **Summary:** A tremendous story of mother love and sacrifices; one of the screen's most gripping and moving dramas to date. **Entertainment Merits:** 95 per cent. **Short Subjects:** Sound News; Sennett Fishing Series; an Ethel Merman Short; Cartoon Comedy.

United Artists Pantages — **Age for Love** (United Artists), Billie Dove. **Business:** 35 per cent. **Summary:** A slow-moving and draggy, but well-acted and produced domestic drama of a young wife who tries unsuccessfully to mix business with marriage. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News; Eddie Buzzell Comedy; Travelogue Comedy.

MILWAUKEE

(Week Ending Nov. 26)

Alhambra—**Frankenstein** (Universal), Boris Karloff, Colin Clive and Mae Clarke. **Business:** 125 per cent. **Summary:** Here is an orgy of horror, a melodramatic, fantastic and sensational account of a young scientist who creates life by piecing together bits of dead men and then by turning upon the completed body a newly discovered ray. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Universal Newsreel.

Garden—**Platinum Blonde** (Columbia), Loretta Young and Robert Williams. **Business:** 95 per cent. **Summary:** The story of a reporter who marries into a millionaire's family. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Newsreel.

Palace — **The Yellow Ticket** (Fox), Elissa Landi and Lionel Barrymore. **Business:** 110 per cent. **Summary:** A play about a girl who can't get a passport and who then applies for a yellow ticket which gets her into many and devious tangles. **Entertainment Merits:** 90 per cent. **Short Subjects:** Magic Carpet; Hearst Metrotone News; Laurel & Hardy Comedy.

Riverside—**Suicide Fleet** (RKO-Pathe), Bill Boyd, Robert Armstrong and James Gleason. **Business:** 100 per cent. **Summary:** An excellent sea story written by a man who has been an officer in the navy for 28 years. **Entertainment Merits:** 90 per cent. **Short Subjects:** Vaudeville.

Strand — **Sob Sister** (Fox), James Dunn and Linda Watkins. **Business:** 95 per cent. **Summary:** A rather lurid story of New York tabloids. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox News; Comedy.

Warner — **Compromised** (First National), Rose Hobart and Ben Lyon. **Business:** 90 per cent. **Summary:** "Compromised" concerns a little maid of work in a boarding house who marries the millionaire's son. **Entertainment Merits:** 90 per cent. **Short Subjects:** Paramount News; Comedy.

Wisconsin — **Ambassador Bill** (Fox), Will Rogers and Marguerite Churchill. **Business:** 100 per cent. **Summary:** In this picture Rogers goes to a foreign country as ambassador and by sheer force of his personality and informality breaks down rigid traditions into something near human. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox Newsreel.

Benefit Results

(Continued from page 3)

350; that of St. Paul, $4,782.60. These amounts were realized in the face of extremely bad weather, there having been a rainstorm all day and evening when the benefits were held.

Splendid results of the Northwest drive are credited mainly to the leadership of W. A. Steffes, chairman; the unremitting efforts of Theodore Hays, representing Publix, and the remarkable exploitation and advertising campaign devised by M. P. Kelly of Publix and carried out under his supervision.

It was the first time that distributor and exhibitor interests co-operated for any cause, and these interests now are being showered with much praise.

The University of Minnesota-Ohio State charity football game in Minneapolis netted about $40,000

BOOKING SERVICE

Educational Mgr. Books for Exhibitors

A new sort of exchange service has been inaugurated by Harold Johnson, manager of the Educational exchange, Minneapolis, and is meeting with exhibitors' enthusiastic approval.

Johnson and his staff act as "bookers" for independent exhibitors who cannot afford to employ their own "bookers" and who are not sufficiently acquainted with short subjects to do the most efficient booking themselves.

In making up program for independent exhibitors, Johnson says, he selects the same type of short subjects employed by the country's best bookers and balance shows as well as possible. If, for instance, the feature is a heavy drama, he says, he selects the best suited slapstick comedy and other light subjects, while light features will be accompanied by some short thrillers or subjects of a fascinating nature.

"We have gotten into this booking business without being conscious of it," says Johnson, "and now we urge all exhibitors, including non-customers, to avail themselves of it. It is a service which is proving of particular benefit to small-town exhibitors who do not have the opportunity to see shorts before booking them, and it is given without cost."

Johnson is highy enthusiastic just now about his own product. He just has booked a Bing Crosby series for the Minnesota, Minneapolis, and the Paramount, St. Paul, which he declares are knockouts — the best thing in shorts that has come to his notice in years. His product also includes nine two-reelers and 11 one-reelers that are outstanding in their class, he asserts. In addition, he asserts, he has nine different series of outstandingly different one-reel short subjects. One of these, "Cannibals of the Deep," went over so big in Austin, Minn., that the manager of the Publix house there brought it back the following week for a private showing before a leading local civic organization.

Title Change

Hollywood—"Almost Married" has supplanted "Circumstances" as the title for the Fox picture. Featured with Violet Heming are Ralph Bellamy and Alexander Kirkland.

Receivership Rumors Hurt Exhib.---Steffes

One of the results of the collapse in film stock values and any receiverships involving prominent film companies will be damage to theatre business throughout the country as a result of the ill-will created, declares W. A. Steffes, general manager of Northwest Allied States, in a statement just issued.

"During the past two years thousands of people throughout the country have purchased the common stocks of leading film companies at much higher prices," Steffes points out. "High-pressure publicity and salesmanship were utilized to induce such purchases.

"Now how will the owner of such stocks feel when he walks past a theatre and sees the pictures of the companies advertised as the attraction being offered at that time? Not very friendly, I'll wager. And the injured exhibitor will suffer in many instances. How can the companies expect to patronize the picture houses under these circumstances?"

"Why Block Booking?"

Steffes, who says he is a RKO stockholder, is particularly wrathy at that company and declares he will attend the stockholders' meeting and demand to know why, with the company apparently in need of additional funds, its exchanges are refusing to sell the thousands of dollars of film on its shelves except under block-booking deals.

"Here in Minneapolis, I tried in vain to buy a thousand dollars' worth of RKO pictures this week, but I was turned down because I wouldn't take the block," asserts Steffes. "They even wouldn't let me have 'Rio Rita,' which I had played at my neighborhood house several years ago, for a repeat."

Steffes, in his statement, declares motion picture companies apparently are "taking the water out of their stocks at the public's expense, but the process will prove expensive because it will kill the industry with its prospective patrons."

Hutchings to Madison

Madison, Wis. — R. D. Hutchings, formerly manager of the Portage Theatre, Portage, Wis., has been named manager of the Eastwood Theatre in this city. The Eastwood is a neighborhood house and has been featuring a combination stock and photoplay policy with considerable success. Bryan Griffiths, former manager of the theatre, has left for California.

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

U. A. Test Case

(Continued from page 3)

and exhibitors in the territory, the lower court held against the distributor, United Artists which had sued Pillar for $2,000 damages because of the exhibitor's failure to carry out the terms of the contract for the purchase of United Artists' pictures.

S. P. Halpern of Minneapolis, counsel for Pillar and winner of a number of other exhibitor contract battles, contended that the contract was illegal because it was in violation of the anti-trust law. He cited the United States Supreme Court decision holding a similar contract illegal because of its arbitration clause prescribing penalties against the exhibitor in case of refusal to invoke or abide by arbitration.

The court upheld this contention and took the position it was unnecessary to pass on Halpern's further claim of invalidity because of lack of mutuality. In appealing, United Artists claims that, regardless of the arbitration clause, the agreement is legal and binding on both parties.

RELEASE SHEETS

Madison Exhibitor Has Unique Collection

Madison, Wis. — F. J. McWilliams, pioneer exhibitor and president of the Allied Independent Theatre Owners of Wisconsin, has a collection of about 1,000 release sheets which the early motion picture companies formerly published every week showing their release for that week.

McWilliams owned one of the first movie theatres in this city, and among the titles of the earliest pictures, which made a hit here about 1907 to 1910 were "Maiden's Anguish," "The Lady Doctor's Husband," "Cupid's Prank," "Fatherhood and Drunkenness," "The Lover's Charm," "A Dog and His Various Merits," "Marvelous Powder," "The Newlywed's First Meal," "The Pretty Flower Girl," "Will He Overtake Them?" "Oh, Doctor," and "Where Is My Wandering Boy Tonight?"

The latter picture was such a favorite that it was brought back four times and played to capacity houses each time.

Vogt Takes Grand

East Troy, Wis.—C. J. Vogt has taken over the Grand Theatre in this city from H. K. Guthrie.

BRIGHT BITS and NEWSY NOTES

Ben Marcus, manager of the Minneapolis Columbia exchange, declares that he has three winners ready for release in the territory. They are "The Deceiver," "The Secret Witness" and "Maker of men." Every one is due to mop up at the box-office, predicts Marcus.

* * *

Adverse newspaper criticisms some times don't hurt a particle at the box-office, it would seem. The St. Paul Pioneer Press critic last week dismissed "Frankenstein" at the RKO Orpheum with four lines, declaring, in effect, that it was a punk picture. The attraction played to one of the biggest weeks' business in the theatre's history.

* * *

Eddie Ruben, divisional director; Hal Daigler, Minneapolis city manager, and Charles Perrine and Fred Shaefer of the Publix executive offices, Minneapolis, were in Duluth last week for a meeting of northern Minnesota and North Dakota Publix theatre managers. The trip was made in Daigler's new 12-cylinder automobile.

* * *

Several Minneapolis theatrical men were busy last week gathering up proxies of stockholders for the RKO meeting to act on the proposed new financing plan. The group seeking the proxies favored the plan. The decline in picture stocks during the past several months has meant a paper loss estimated at close to $1,000,000 to the Minneapolis and St. Paul rialtos.

Brown Returning

Crockett Brown, veteran exhibitor who has been out of the picture business for several years, is returning to the exhibiting end of the industry. He recently purchased a theatre at Nashwauk, Minn., and will operate the house himself. National Theatre Supply Company, of Minneapolis, has furnished new equipment for the theatre.

Stagehands' Union Charter is Revoked

Minneapolis stagehands, who have been in conflict with Publix over the number of men that should be employed at the Minnesota Theatre, Minneapolis, have had their charter revoked by W. P. Canavan, international head of the organization. International officers are in Minneapolis now to organize a new union.

The revocation of the charter followed a telegraphic demand from the local union to Canavan to reinstate William Dunn and William Donnelly, former heads of the Minneapolis local, whom he dismissed from the union on the alleged grounds that they called a strike at the Minnesota Theatre early in the year without proper authorization.

The Minneapolis local is said to have the reputation in theatrical circles of being the most radical and unreasonable stagehands' union in the United States because of the type of leadership which it has had.

Dunn and Donnelly have filed suit in district court against Canavan, asking for $5,000 damages and demanding that their membership in the local union, No. 13, be returned to them. They claim that they were ousted illegally, never having been given an opportunity to answer charges containing the alleged violation of the rules governing voting on strikes.

Kayo Blues

(Continued from page 3)

to a conclusion that names can stimulate patronage tremendously, too. The picture did the biggest opening days' business at the Minnesota of any attraction in six months and finished up with a total in the neighborhood of $30,000, which means a profit of fully $7,000 for the theatre.

All of the three attractions which created so much prosperity for the theatres were given exceptionally fine advertising and exploitation campaigns which undoubtedly helped to swell their takings. Splendid showmanship was displayed in the manner in which they were handled, aiding in the piling up of the remarkable figures.

All three houses went the limit on newspaper advertising which could not have been improved upon. The Orpheum had everybody talking, too, by having an ambulance stationed in front of the theatre all week and nurses and a hospital cot and equipment inside the lobby. The State staged a preview of "The Sin of Madelon Claudet" with feminine students from business colleges and beauty parlors as invited guests, and the word-of-mouth boosting of the picture by these students was believed to have been a big factor in the fine opening.

THE PUBLISHER'S PAGE

A Plan That Beats Double Featuring

THERE is a wide difference between calling something an evil and displacing that evil with something better that takes away the taint and at the same time proves a worthwhile substitution from the dollar angle. Double feature programs have been an acknowledged evil from their inception. To get a number of opinions in agreement on this does not overcome the problem. While this publication has opposed double-featuring as a system that could accomplish but temporary good and one that could do considerable harm to picture business as a whole, exhibitors in some sections of the country have found this system necessary to meet certain competition and to keep up their grosses. They know themselves that it is not the best business-getting plan for them to use. But, lacking a better plan, they do not discontinue double-featuring.

PRODUCERS have indicated their objections to double-featuring. On the other hand producers, who operate theatres, are, with one eye closed, doing what they don't like to see their independent competitors do. The whole thing started with someone trying out the two-feature plan as a bargain idea and, because it clicked the first few times, it spread like wildfire. The low quality of feature releases fanned the flames of giving quantity instead of quality into a flagrant situation of menacing proportions. It has become a problem.

NO doubt, with the quality of features increasing and with the supply of product for twin-billing decreasing, the evil will gradually disappear. Meanwhile a substitute idea that will click at the box office is wanted. We have pointed out before that an idea doesn't have to be new to be good. An old idea, that hasn't had usage for a long while, may serve adequately.

FRANK GORDON, manager of the Wicker Park Theatre, Chicago, took a real wallop at double-featuring by reviving an old idea and SELLING it. He simply surrounded the feature with suitable short subjects and sold the whole show as a "Review Program." In all of his advertising he sold each unit of the program. He played it in opposition to double-featuring houses and reports stand-out business despite rainy weather. To quote Mr. Gordon: "If these Reviews continue to go over like the first one, good-bye double features and good riddance." There you have a clicking idea, which, though it may spread into extensive usage, will prove a boon rather than a menace.

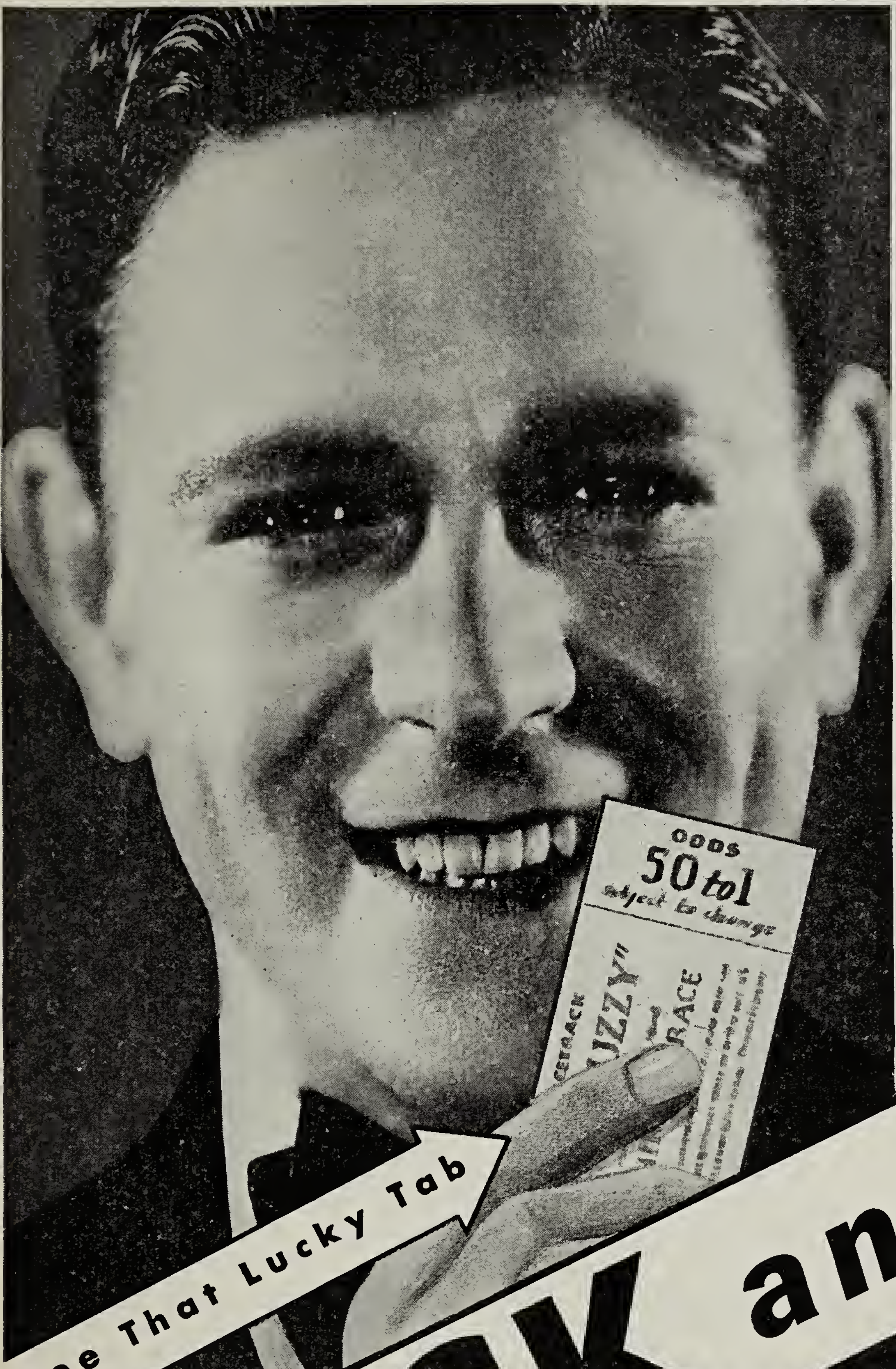
Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office, 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill.; MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; NEW ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Consider your **LAUGH** *Seekers!!*



See That Lucky Tab

Your Box-Office Protection Against Harsh Competition

"NECK and NECK"

featuring

GLENN TRYON

as the smart aleck who flirted with the Gods of Chance—and a pretty girl. A rollicking tale full of laughs, action and romance woven around the exciting events at a race track. With Vera Reynolds, Step'n Fetchit and Carroll Nye. Directed by Richard Thorpe.

SONO ART-WORLD WIDE PICTURES INC

A THRILL-O-DRAMA

NEWS FROM EVERYWHERE

CURRENT EVENTS GATHERED FROM ALL PARTS OF THE COUNTRY

EXPRESS REDUCTION

Atlanta — A 50 per cent reduction on all return shipments to exchanges is assured exhibitors of the southeast by the Southeastern Express Company. The new rate is to be made effective by January 1. Railway Express Company is expected to join and make the reduction of nation-wide import. J. H. Butner, local Educational manager, started the movement and has worked unceasingly along this line for the past two years.

THOROUGH MOVIE CHECKUP

Boston, Mass.—The Massachusetts Civic League has voted to make a thorough investigation of the movies, with a view to considering legislative action or any corrections deemed necessary. In a discussion of "The Dynamic Effect of Movies on Children," which was argued pro and con, Ralph Branton of Publix and Irving Isaacs, theatre owner and realtor, upheld the films against indiscriminate indictment.

ASSEMBLE FILM DATA

New York—All data pertaining to motion pictures and theatres has been assembled at the Public Library through the efforts of Frank J. Wilstach. G. R. Fradley, who is in charge of the special department, will handle all questions regarding motion pictures, theatrical history, technique, stars and producers.

3 M. P. UNITS TO MEET

Des Moines—The Allied Theatre Owners of Iowa will assemble for their annual convention January 12 and 13.

Charlotte, N. C.—The Carolina Theatre Owners' Association will hold its mid-winter meeting here at Hotel Charlotte on January 18 and 19.

Omaha, Neb.—The state convention of the Allied Theatre Owners of Nebraska will be held here on January 19 and 20.

ALLIED INVADING N. Y.

New York—Allied States Association is planning an invasion of New York state. Plans are now under way by one of the Allied directors to form a local unit to represent Allied, with a meeting of New York independent exhibitors scheduled to be held within the next six weeks.

PROTEST PRESS FILMS

Minneapolis—Sigma Delta Chi, national journalistic fraternity, adopted a resolution of protest against recent pictures that have held newspaper men in an unfavorable light. The resolution, adopted at the fraternity's annual convention, requests that the industry cease making pictures tending to place newspaper people in "disrepute."

ILL. ALLIED AUGMENTED

Chicago—Allied Theatre Owners of Illinois now numbers 68 houses. Twelve theatres were recently added to the roster.

PANTAGES CIRCUIT

Los Angeles—No new developments in the report that Alexander Pantages plans to re-enter the theatre business in a big way. First rumors had it that he was considering a new circuit of some 25 or 30 houses.

SETTLE COPYRIGHT CASES

New York—Only one per cent of the copyright violation actions brought by the New York Film Board of Trade through its legal bureau are ever carried to court. The remainder are settled before they reach that advanced stage.

MICHIGAN MINIATURES

Detroit — Ira E. Gunn, local realtor, announces that he has taken over the rights for several nearby states on the Trans-Lux type of motion picture houses. Trans-Lux Theatres, a Michigan company, has been organized by Gunn.

TAX TRY LIKELY

Albany — Another attempt to tax all amusements is expected to be made here. The state is faced with a budget deficit that makes some sort of amusement-taxation proposal well nigh inevitable.

SEEK FLORIDA STUDIOS

Tallahassee—A group of five to try to bring film-producing companies to Florida has been named by Governor Carlton.

PENN. BLUE FIGHT

Harrisburg, Pa. — A bill introduced before the State Assembly by Representative Max J. Spann would repeal the Blue Law of 1794 and allow theatrical entertainment on Sundays between 1 and 6 p. m.

REAL SERVICE!

Indiana, Pa. — Approximately 500 positions have been obtained for local unemployed through free use of the Indiana Theatre screen. The theatre has taken the lead in supplying manpower and in bringing about better business conditions.

HEADS TRI-STATE

Covington, Tenn. — William F. Ruffin, manager of the Ruffin Amusement Company, has been elected president of the M.P.T.O. of Tennessee, Arkansas and Mississippi.

FILMS MEET DEMAND

Northampton, Mass. — Walter Prichard Eaton, lecturer, told an audience at the Hampshire County Progressive Club forum that the public is getting what it demands in film fare.

EXHIB. ROSTER UP

Detroit — Michigan Exhibitors' Association, formerly Detroit Exhibitors' Club, has a membership of 45 local exhibitors, according to Joe Portell, a leader of the group. An election of officers is scheduled for the near future.

EASLEY INDIANA HEAD

Indianapolis—Walter F. Easley, Greensburg, was elected president of the Associated Theatre Owners of Indiana at a recent meeting of the board of directors. Other officers elected were A. C. Zaring, vice-president; Harry Markum, treasurer, and Mrs. Helen Keeler, secretary.

SCREEN WRITER DIES

Hollywood — A. P. Younger, screen writer, died last week as the result of an accidental pistol shot. The weapon was discharged while he was examining it.

STEFFES' ZONING, PROTECTION FIGHT

Minneapolis—W. A. Steffes has announced that he will carry Allied's fight against zoning and protection directly to the governors of Minnesota and the Dakotas and will demand that the states attorney generals prosecute offending distributors on the grounds that they are violating anti-trust laws and committing a conspiracy in restraint of trade. This announcement brings to light that Steffes' own interests are alleged to be suffering as a result of distributors' actions.

AARON, NOT WILLIAM

New York — "I do not want the public to gather the impression even by a suggestion, that I have any connection with any of the enterprises of Aaron Fox," William Fox stated recently via his attorney, Murray C. Becker. Fox's attorney stated that William Fox knew nothing of the Aaron Fox Film Corporation until he read the formal announcement in the trade papers.

WARNERS TO APPEAL

St. Louis — Warner interests will appeal to the State Supreme Court from a a decision of Circuit Judge Granville Hogan in granting a receivership petition against the Skouras Brothers' Enterprises, Inc., and its subsidiary, St. Louis Amusement Co., according to an announcement by Sam D. Jeffries, Warner attorney.

ALLIED CONVENTION

Chicago—Aaron Saperstein announced in Chicago last week that there will likely be another Allied national convention in 1932. He intimated that Washington is being considered as the convention city.

DIRECTS LARGEST CIRCUIT

Kansas City—What is said to be the largest group of theatres under the supervision of one man in the United States is now under the helm of Elmer C. Rhoden, who has under his jurisdiction 112 Fox theatres in Missouri, Kansas, Iowa and Nebraska. Rhoden, in addition to being division manager of the Fox Midwest circuit, succeeds M. B. Shanberg as executive operating officer of the Fox Midland Theatre Company.

REED IN SKOURAS FIGHT

St. Louis — The receivership suits against the Skouras Brothers Enterprises, Inc., and its subsidiary, the St. Louis Amusement Company, has the aspect of becoming an interesting legal battle with former United States Senator James A. Reed engaged as associate counsel for the defendants.

PICHEL CAST

Hollywood — Irving Pichel has been assigned a role in George Bancroft's "Through the Window," Paramount announces.

Proxy Speed Need-Brown

Company's Future Said to Depend on Ability of Stockholders to Agree on Refinancing Plan.

New York — That receivership for RKO hinges upon the ability of the company stockholders to agree upon a refinancing plan at the December 10 meeting is admitted by both the organization and the Stockholders Protective Committee. Speed in sending proxies is most essential, according to Hiram S. Brown, president of RKO.

Committee Concurs

New York — The Stockholders' Protective Committee, representing minority stockholders of RKO, has announced it is "satisfied that it is to the interests of the stockholders to vote in favor of the plan proposed by the management to prevent a receivership.

"The management has agreed with the committee that out of the money to be raised by the subscriptions 6 million dollars will be reserved solely to provide funds for payment of the 6 per cent gold notes of the corporation or, if necessary, to reimburse the corporation for expenditures made out of income in paying such notes.

"With this arrangement made and in view of the economics which have been put into effect and which are expected to be made in the future, the committee has great hopes that subscribers will in effect not be required to pay more than $2.50 a share, payable at the time of subscription."

Application for receivership was filed in Baltimore Circuit Court by J. Cookman Boyd. Judge Albert S. J. Owens signed an order requiring the company to submit reasons why the application should not be granted. Boyd charged excessive expenditures, payment of too high salaries and mismanagement.

TELEVISION STILL FAR OFF

Declares The National Better Business Bureau; Warns Public Industry Is Yet An Experiment.

New York — Motion pictures have little to fear from television for quite a few years, according to a comprehensive survey just concluded by the National Better Business Bureau. The checkup, designed to safeguard the public against investing in worthless television stock, has it that "the broadcast of elaborate outdoor events so that continuous images can be observed at distant points in satisfactory detail and large size simultaneous with the action, judging from the problems which science must yet surmount, is years away."

The present-day effectiveness of television might be compared with the earliest motion picture, the bureau is inclined to believe.

"The reliable range of any television broadcasting station that now seems commercially practical is roughly one-fourth the service distance reached by sound broadcasting stations or about one-six-

(Continued on page 18)

Axe for Film Cycles

Studio Executives Are Seeking to Prevent Imitations of Successful Films Next Season.

Hollywood — Film cycles, those prevalent if not vicious, conditions that come about with exasperating regularity in the motion picture business, are slated for a nice long ride if plans of studio executives materialize. Conferences are being held with a view to preventing the cycles in the 1932-33 production schedules.

Executives are generally agreed that the rush to imitate successful pictures has proved a boomerang in most instances. Careful checkups of the territories by these men reveal that such imitation produces a cycle-sated public that looks with jaundiced eyes upon "another blank film," etc.

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

HI-LITES IN THE WEEK'S NEWS

Hollywood — Warner-First National has set 12 star pictures for release during January and February, six for each month.

New York — Backed by equipment manufacturers, George DeKruif, vice-president of National Theatre Supply Company, plans formation of a new company in the equipment sales field. He resigned from National after a connection of several years duration.

New York — Hiram S. Brown announced last week that the higher-salaried executives of RKO have taken voluntary cuts in salaries. Some of the cuts range as high as 40 per cent, Brown said.

New York—Outdoor action pictures and western specials will head Columbia's 1932-33 program, according to an article in Thursday's Film Daily.

New York — Stocks of five leading film companies on the Exchange dropped a total of more than $56,000,000 in market value during November.

New York — Retention of the present personnel is to be the general policy of E. R. Tinker new president of Fox Film Corp., according to announcement.

A CALL TO ARMS?

Allied Outlines Subjects Demanding Attention

Washington—If and when another national convention is held by Allied plenty of action may be expected on the following subjects: Protection, music tax, block booking, admission tax, labor, selective percentage contracts and service charges. Prominent mention is made of these in a pamphlet, "To All Exhibitors," distributed by the national office.

The pamphlet pays particular attention to protection. Following is a reprint of the folder's remarks on that subject:

"Protection—Attacks have been

(Continued on page 18)

Zukor, Hertz Issue Statement for Para.

Adolph Zukor, president, and John Hertz, chairman of the finance committee of Paramount Publix Corporation, have issued the following statement in reply to inquiries from stockholders:

"The total liability which this company has remaining for the repurchase of its stock amounts to $6,500,000. Two million, five hundred thousand dollars becomes due on January 2, 1932, and is for the repurchase of stock issued for the Great States Theatres, Inc., operating theatres throughout the state of Illinois. The remaining $4,000,000 is for the balance of a total payment of $5,500,000 paid for a half interest in Columbia Broadcasting System, Inc. The above assets are not only fine earning properties, but are highly liquid and have an immediate market at a wholly satisfactory cash price. During the next several months a substantial amount of the foregoing obligations will be taken care by the excess of current receipts over current disbursements.

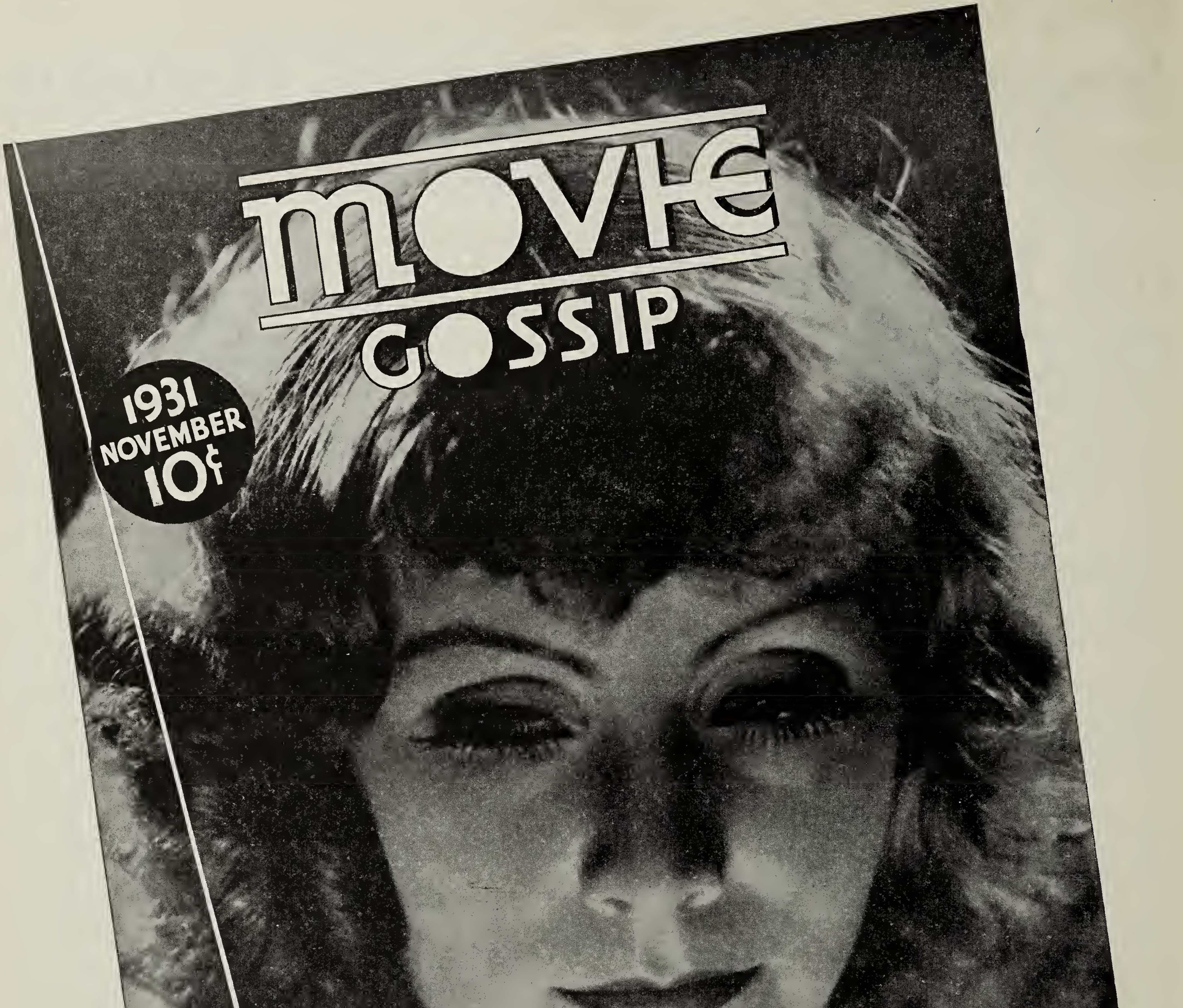
"Present bank loans of the company amount to $8,200,000 and our bank balances at the present time are in excess of $5,500,000. The company has more than adequate confirmed bank credits to take care of all of its current obligations. Earnings of the company for the first three-quarters of this year are approximately $7,250,000, and our business is running profitably in the fourth quarter.

"The company has made no changes in its well-known conservative accounting policies which have, within recent months, been highly commended by both Price, Waterhouse & Co., and Haskins and Sells, certified public accountants.

"In our opinion no new financing for the company is necessary, nor is any contemplated."

Clear Title Mixup

Hollywood — "Desert Spawn," and not "Hard Pan Gulch," as previously announced, has been substituted by "Human Targets," Buzz Barton's starring vehicle. J. P. McGowan will direct.



MOVIE
GOSSIP

1931
NOVEMBER
10¢

GRETA
GARBO

BUILD Good Will and BETTER BUSINESS

HERE'S HOW

You are Offered

A fan magazine which will be asked for, and READ, by every lover of motion pictures.

Contains sixteen pages of intimate Hollywood news and gossip, beautifully illustrated.

Printed on fine paper stock with engravings reproduced from attractive art layouts.

Carries no advertising except your own, for which the back page is reserved.

A sure-fire box office stimulator which is **available to you at a price which enables you to give it away.**

Will be eagerly watched for each month.

YOUR EXCLUSIVE HOUSE ORGAN

Increase Patronage

Distribute This Snappy Fan Magazine in Your Town

WRITE FOR DETAILS USING THIS COUPON →

MOVIE GOSSIP,
32-34 West 20th St.,
New York, N. Y.

Without obligation please send me copy of the current issue of MOVIE GOSSIP.

Name________________________________

Street address__________________________

City__________________ State__________

Theatre______________________________

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

WITH the last call sounded for a general and complete house cleaning, the proverbial axe is due for much swinging in this celluloid city. The big and little fellow alike has no idea just when and where the axe will fall, but that it will fall with a succession of heavy blows is a certainty.

The vital necessity of slashing production costs is looked upon in most quarters as the one and only grand moment for the removal of "relativity" and the non-producers from the studios' rosters. It is believed that people warming chairs through political pull and the acquaintance of a few thirty-second cousins can now be given their walking papers without any hard feelings, fully realizing that everyone connected with the industry must produce in order to avoid a calamity. The good ship Cinema is in a rough sea and orders are going out from the bridge to throw the excess weight overboard and the excess includes high priced directors, writers and stars, now looked upon as liabilities rather than assets.

Creative talent heretofore barred from the studio gates is being sought to conform with the new budgets. The old guard is about to be relieved and a transfusion of new and younger blood injected into the cinema field looked upon as the industry's only salvation.

* * *

There is a lot of talk here in regard to Wallace Reid, Jr., emulating his famous father. Young Wallace, who looks very much like his father, is undergoing a series of tests at Universal. If the tests meet with the Laemmle approval, they will go into a huddle with Mrs. Dorothy Davenport Reid for contractual arrangements.

* * *

We hear that Kenneth Harlan, operating "The Jade Room," a night club in Reno, plans a return to Hollywood and sound pictures. We hear from the inside that he has signed a contract with Universal. It is understood that he will continue to operate the night club and divide his time between Hollywood and Reno.

Roy Del Ruth, Warner Bros. director, and Joseph Jackson, Warner Bros. scenarist, have deserted the celluloid city for New York. While there they will witness current Broadway productions with an eye to screen values.

* * *

Bumped into George A. Hickey, Metro-Goldwyn-Mayer's western division manager, doing a little advance Christmas shopping along the Boulevard. George rode us to the L. A. exchange where we took a peek at a new picture—picture of his new home to be erected at Calle Del Barco near Malibu.

What a picture! and what a home! Need we say more than mention the name of the architect, S. Charles Lee, responsible for the designing of the magnificent Los Angeles Theatre? The Hickey home is being built at an approximate cost of $50,000. The grand opening is scheduled early in April. Yes, we're invited.

* * *

Director Edmund Goulding was married to Marjorie Moss of the New York stage dancing team of Moss and Fontana at the home of Laura Hope Crews with John Gilbert as best man.

* * *

Jean Harlow, under contract to Howard Hughes, has been loaned to M-G-M. She will play the feminine lead in "City Sentinels," opposite Walter Huston.

* * *

Death ended the career of Theodore Wharton, first director of motion picture serials. He had been ill for several weeks. Wharton directed Pearl White's first picture and was responsible for bringing the late Milton Sills to to the screen. Wharton also established the first independent studio at Ithaca, N. Y. Irene Castle was one of his stars.

* * *

"Under Eighteen," introducing Marian Marsh as a star, was previewed at the Forum Theatre where the picture was received with considerable enthusiasm. Local critics heaped much praise on Miss Marsh for the portrayal of a role that is a combination of "Bought" and "Bad Girl."

"The House of Glass," a stage play of many years ago, which also served as a vehicle for Clara Kimball Young as a silent drama, is under consideration for Ann Harding by Charles Rogers. "The House of Glass" promises to be the first Pathe pix to be made on the Radio lot following the exodus of Pathe stars, directors and executives.

* * *

Hollywood learns that there is no truth to the rumor about L. A. Young taking his cash out of the Tiffany coffers. Young has arranged to furnish the cash for the coming year. E. W. Hammons, president of Educational is due here to see about an extension of the Tiffany arrangement for releases. From present available figures we learn that Educational is to make 138 short subjects next year.

* * *

Bernard Schubert, RKO-Radio pictures scribe is strutting around the lot with considerable chest expansion. The reason is that Mrs. Schubert presented him with a baby girl, nine pounds and nine ounces. Mother and babe are doing well and papa's cigar bill goes up and up.

* * *

We met Josephine Dunn at the Hollywood Playhouse paying her respects to Laura La Plante. Josephine returns to the screen after a year's absence due to illness. She has a prominent part in Paramount's "Two Kinds of Women."

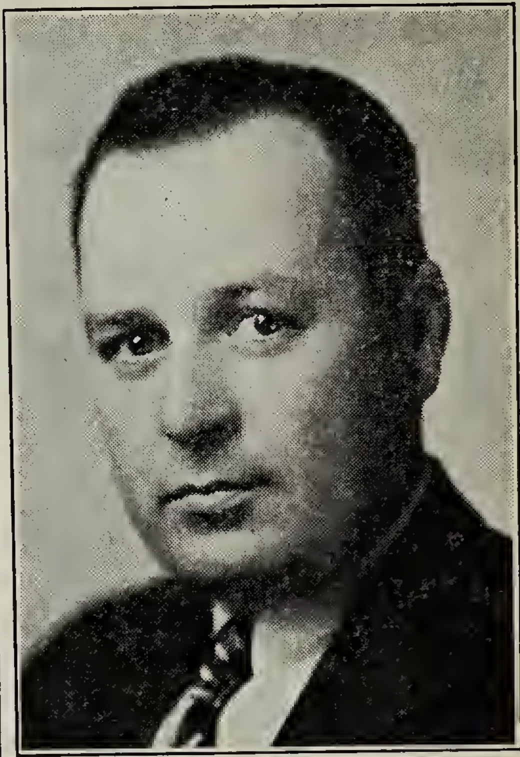
* * *

All the gag men are not on the lots. A Hollywood cowboy entered a restaurant while we were getting the morning coffee and asked the proprietor if he would cash a check, to which the proprietor replied: "Hell no, I'm running a restaurant, not a gambling joint."

* * *

Norman Taurog, who recently was selected as the best director of the year by the Academy of Motion Picture Arts and Sciences for his handling of "Skippy," has been assigned by Paramount to the direction of a forthcoming modernized version of "The Miracle Man."

WE MEET



C. C. BURR

We met C. C. Burr out at the Educational studios right in the middle of production on the fifth Torchy Comedy for Educational release.

He entered the flicker business via Vitagraph in the summer of 1912 by way of the laboratory, exercising his hobby for photography and at the same time moving into the business from scratch.

He later went with Paramount in the advertising department to exploit a series of South American travel pictures. He rose to the position of advertising manager and then to assistant general manager of distribution.

An opportunity to secure the "Torchy" series appearing in the Saturday Evening Post presented itself and with these stories he launched upon his career as a producer. He secured the services of Johnny Hines, young stage comedian, for this series and built him to a point of stardom. In this same series many of the later day stars appeared, some of them for the first time in pictures. Among them were Jacqueline Logan, Norma Shearer, Billie Dove, Dorothy Mackaill, Dolores Costello and Clara Bow.

Several years of successful production and distribution followed, resulting in a three-year contract as a producer for First National. At the conclusion of this contract, Burr organized a unit to produce additional two-reelers. His 1931-32 program includes a new series of Torchy comedies with Ray Cooke, placed under a long term contract. Four feature pictures with Johnny Hines are also scheduled, and he has been assigned the production of four melodramas for Monogram Pictures, the first of which is slated for early shooting.

Burr's motto is "believe it can be accomplished" and "it will be accomplished," a motto which has become a fact in his own particular case.

PHILLY UNIT-U. A. MIXUP

Organization Charges

Philadelphia Body Asks U. A. Retire as Distributing Organization; An Open Letter Follows:

AN OPEN LETTER TO THE UNITED ARTISTS CORP.

United Artists Corporation,
New York and Hollywood.
Gentlemen:

Once again you have shown your complete indifference to, and cold contempt for, the business ethics and fair trade practices dominating the relations between exhibitor and distributor.

Our specific complaint this time is that your company accepted a number of contracts and dates given you in good faith by exhibitors and that, instead of approving or rejoicing these contracts, you held them while you negotiated new deals with competitive theatres. At this writing there are exhibitors whose contracts you have held for four weeks or more without approval or rejection notice.

This action on your part is a practice strongly condemned by the entire industry. Its prohibition is incorporated in every film contract but your own and is a part of the code of selling ethics promulgated a couple of years ago by the Will Hays office.

More particularly, however, it is a violation of Rule Nine (Distributor's Resolution No. 11) adopted at the Better Trade Practice Conference sponsored by the Federal Trade Commission in New York, October 10th to 16th, 1927, which is binding on the industry as a whole. We have accordingly filed a formal complaint with the Federal Trade Commission with a demand that this practice be investigated by the Department of Justice.

Your course of conduct in this respect is in line with the policies and practices pursued by your company over the past ten years, which have worked incalculable damage to the industry and the relations between distributor and exhibitor. As a result of these policies and practices, you, as a distributing company, stand convicted before the bar of exhibitor opinion of being a distinct liability to the industry of which you are a part. Repeated attempts to induce you to alter these policies to conform to those of the rest of the industry having proved fruitless, we call upon you, for the good of the industry, voluntarily to retire as a distributing organization and to relieve the trade of the burden of your continued existence. We base our demand on the following indictment of your methods over the past number of years:

1. You, more than any other film company, are responsible for the prevailing high film rentals. Your policy, in the past, of "raiding" the other studios for stars with offers of greater returns brought about the staggering salaries now ruining the industry.
2. Just as you spread unrest in the studios of Hollywood so you have sown the seeds of discord in the distributing branch of the industry by your refusal to adjust oversold spots and your complete indifference to the legitimate complaints of the theatremen.
3. There is no economic justification for maintaining a national distributing system for the marketing of a dozen pictures. The distribution cost per picture thereby becomes an added burden which the exhibitor must pay in higher flat rentals or increased percentages.
4. Your pretensions to artistic superiority upon which all your "high hat" policies are based have been proved time and again to be a delusion and a sham. Your reputation, we feel, is just a hangover from the early days.
5. The heritage of hatred which your treatment of the exhibitors has won for you is a constant source of irritation withi n the industry, retarding the attempts to promote harmony and goodwill between exhibitor and distributor.

Our complaint is against United Artists Corporation as a distributing body and not against the individual producing units the members of which we believe have no knowledge of many of the conditions existing in your sales offices. We feel that the welfare of the industry as a whole as well of these individual units will best be served by disbanding the United Artists Corporation.

Barton Cast Complete

Hollywood — The cast is now complete for "Human Targets," new Buzz Barton Western produced by Big 4. Francis X. Bushman, Jr., and Pauline Parker have the romantic leads with Edmund Cobb, Franklyn Farnum, Ted Adams and Nancy Price in support.

Lichtman Denial

Lichtman Terms Attack "Ridiculous and Ill-tempered"; Outlines U. A. Position.

Lichtman makes a blanket denial of charges. His statement follows:

"If the ridiculous and ill-tempered statement issued by some of the moving spirit of the M.P.T.O. of Eastern Penna., So. N. J., and Delaware is an example of the harmonious and ethical basis on which those gentlemen would conduct the affairs of an industry then we are content to rest our case.

"The contents of the open letter issued by this organization is hardly worth the attention of intelligent exhibitors. But lest a small minority mistake our silence for indifference we wish to go on record emphatically in denying the charges listed.

"As a matter of fact, I have been authoritatively apprised that since the writing of the open letter a number of exhibitors who attended the meeting have openly expressed their total lack of sympathy with the action taken.

"To the first charge—that we have raided Hollywood studios for high-priced stars—all I can say is that United Artists Corporation is a distributing organization, and therefore has no contact with studios. We are merely agents of a number of producers, and at no time have we come into contact with any studio other than those of the producers we represent.

"This also answers charge No. 2, to the effect that we have caused unrest in Hollywood studios.

"Although we market a comparatively small number of pictures, United Artists is operating at a lower percentage cost than any other distributor in the world. With no exhibitor has the cost of distribution ever entered into a trade. Every exhibitor knows that the only basis of film rentals is the quality and drawing power of a picture, and if any one company has been a champion of this system it is United Artists, for we have repeated over and over again that we do business upon the 'Look Before You Book' policy. Furthermore, we have openly held ever since we have been established in business that we want every penny that the traffic can bear for our pictures, not one penny more and not one penny less. The only quarrel one can have with that policy is that, values being as intangible as they are, it has been difficult to find an exact figure, either upon a percentage basis or on an outright sale.

"Charge No. 4 we deny absolutely—that our artistic superiority is a pretense. We maintain that it is an actuality. We have delivered, in proportion to the number of pictures released in 12 years, a greater number of box-office and artistic successes than could have been selected from a like number of pictures obtainable elsewhere.

"Yes, we are proud of our past record, and we deny that it is a delusion and a sham. Who would not be proud of such pictures as 'The Gold Rush,' 'The Mark of Zorro,' 'Robin Hood,' 'Sorrell and Son,' 'Stella Dallas,' 'Son of the Sheik,' 'Way Down East,' 'The Thief of Bagdad,' 'The Three Musketeers,' 'My Best Girl,' and 'Little Annie Rooney?'

"We are equally proud that our producers have mastered the new art of the talking picture. We would like the Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, Inc., to deny their appreciation of such pictures as 'Coquette,' 'Alibi,' 'City Lights,' 'Hell's Angels,' 'Bulldog Drummond,' 'The Front Page,' 'Palmy Days,' 'Street Scene,' 'Whoopee' and 'Abraham Lincoln.'

"We deny that there is any hatred between exhibitors of the country and United Artists. We admit, of course, that there is a very active difference of opinion as to values, due to the lack of a standardization system of computing values of pictures. This system will obtain until someone smart enough finds one to regulate film rentals, that will work as automatically as a slot machine.

"I am afraid that the gentlemen responsible for the statement issued by the M. P. T. O. will find it difficult to separate their complaint against United Artists as against the producers, because the producers releasing through U. A. own the corporation and the sales policy and every other phase of its business has been set by them. Actually owning the business, they perhaps are best qualified to judge whether they should disband their business at the request of a few disgruntled gentlemen."

"And were we so bold as they in making suggestions, we would request the disbanding of the political organization which caused this open letter, an organization which can be of no value whatever if it continues to devote its time to such empty vaporings.

"We will continue to serve such exhibitors as care to buy our product under the very fair policy which has efficiently served the interests of the industry for 12 years."

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Frankenstein

Universal—67 Minutes

Cast: Colin Clive, Mae Clarke, Boris Karloff, John Boles, Dwight Frye, Frederick Kerr, Edward Van Sloan, Lionel Belmore. Directed by James Whale.

Once in a great while a truly remarkable screen production comes along that leaves its stamp of impression on our memory. Universal in producing "Frankenstein" has such a picture. From the standpoint of story, cast, direction and photography the picture is sure to rate with the greatest in picturedom. It is one of those weird and gruesome stories that brings shrieks and ejaculations from the feminine fans and sends a cold shiver up the spines of the sterner sex. It is familiar tale about a young scientist who creates a monster which overpowers him and despite his desperate efforts to tame it, the horrible creature escapes and becomes the terror of the countryside, attacking and killing any human who comes its way. Only by fire is it finally destroyed. Colin Clive as Frankenstein, the young scientist, and Boris Karloff as the monster are the chief characters audiences won't forget so easily because of their remarkable performances. Karloff evinces the possibilities of becoming a successor to Lon Chaney.

SELLING SEATS: Advertise this as a thrill shocker. Every star is a bet. Use large cut-outs of "The Monster" in your lobby. Arouse public curiosity by stating: "To have seen 'Frankenstein' is to wear a badge of courage."

———o———

Over the Hill

Fox—92 Minutes

Cast: Mae Marsh, James Dunn, Sally Eilers, James Kirkwood, Edward Crandall, Claire Maynard, Olin Howland, Eula Guy, Joan Peers and William Pawley. Directed by Henry King.

Fox has done an excellent job in reviving this old story which was so popular in the silent days when Pathe produced it in 1917 and Fox made it again in 1920. It still remains the powerful drama it was then. The theme never grows old, being the story of a mother's sacrifices for her children. It is so humanly portrayed with such heart-rending scenes that anyone who sits in the audience with a frozen face and doesn't shed a tear isn't human. Especially heart-rending are the scenes showing the mother reminiscing over her children in the various stages of growth and crying that they have left her all alone. James Dunn is the only one of the children who appreciates all she has done and returns to make life pleasant for her. Sally Eilers is the childhood sweetheart who waits for him. She and Dunn team nicely as sweethearts. Mae Marsh as the mother wins top honors. The remaining characters do their parts well as can be expected. The picture is good, wholesome entertainment and appropriate for children and Sunday showing.

SELLING SEATS: Just advertise this as clean, wholesome entertainment and as big as humanity itself. Feature James Dunn and Sally Eilers together again as sweethearts and the triumphant return of Mae Marsh. The title suggests many stunts.

The False Madonna

Paramount—70 Minutes

Kay Francis, William Boyd, Conway Tearle, John Breeden, Marjorie Gateson, Charles D. Brown, Almeda Fowler, Ed Lynch, May Wallace, Carrol Naish, Eric Wilton, Russ Clark, Kent Taylor, Lee Phelps, Budd Fine, Thomas Curran, William Arnold. Directed by Stuart Walker.

Taken from a recent Collier story, "The Heart Is Young," by May Edington, the screen version is intensely absorbing and offers plenty of dramatic opportunities for the stars. Kay Francis in the title role employs all of her sincerest capabilities. As a moll in a quartet of crooks Kay is persuaded by the leader, William Boyd, to take a dead woman's place as a mother who was on the way to visit a son she had not seen for 14 years. The son being rich, Boyd sees a big chance to fleece him of some of his wealth. Kay finds the son blind, so naive and fine that she at once develops a maternal instinct and simply can't go through with any crooked deal. Conway Tearle as the boy's business manager, is aware of the deception, but has learned to love her. After a week the boy dies happy believing his real mother has come back to him. This draws Tearle and Kay closer together.

SELLING SEATS: Have your copy appeal to mothers. Utilize the "Lady Raffles" angle by hiring someone to dress as a woman wearing a dark veil.

X Marks the Spot

Tiffany—70 Minutes

Cast: Lew Cody, Sally Blane, Wallace Ford, Fred Kohler, Mary Nolan, Charles Middleton, Virginia Lee Corbin, Helen Parish, Joyce Coad, Richard Tucker, Clarence Muse, Hank Mann, Murray Smith, Bradley Page, Jack Grey. Directed by Erle C. Kenton.

In our candid opinion "X Marks the Spot" is one of the best newspaper stories we have had the good fortune to see enacted on the screen. The picture is not only a box-office attraction but portrays newspaper life more realistically than other newspaper dramas we have seen. It has an enigmatic plot situation that will keep the audiences intensely interested. Lew Cody, Fred Kohler and Wallace Ford rise above a cast of more than competent players.

The story is plenty fast-moving, being about a young columnist of the Walter Winchell type who faces great odds when he is accused of a murder of a chorus girl the day after she had threatened to sue his newspaper for libel. The murderer happens to be the crook who had loaned him $5,000 years before to save his sister from being a cripple for life. The managing editor has a hunch that he is shielding someone and with the aid of the police traps the murderer. But the picture doesn't end right there. The story is given a new twist when the murderer draws out a gun in the courtroom, fires, killing an innocent juryman and shoots it out in the next room with the columnist whom he believes turned "squealer."

Talk about plenty of melodrama! The climax of this picture is filled with it. You can put a big X on this picture as one you want to be sure to play.

SELLING SEATS: The title offers plenty of exploitation possibilities and tie-ups with newspapers.

SHORT SUBJECTS

Taxi Troubles

Educational—19 Minutes

Mostly hokum comedy but will get the laughs. Andy Clyde as a taxi driver just cannot keep those funny whiskers of his out of trouble. First he has a collision with a police car and by coming home late his mother-in-law throws the dishes and anything she can lay her hands on, at him. Every time when he is trying to be courteous to a sweet young lady along comes his wife and "old battle-axe herself." A notorious gunman tries to take Andy for a ride when he finds him with his wife. Then the police and his family give chase. And what they don't do in the midst of traffic! The scenes are plenty breath-taking.

———o———

Hollywood Halfbacks

Universal—19 Minutes

This one should go over anywhere. It has a cast of 30 well-known players headed by Johnny Harron. Others in the cast are popular screen favorites including Priscilla Dean, Mary Brian, Marjorie White, Bryant Washburn, Johnny Mack Brown and Franklin Pangborn. The football scenes are thrilling and at times even get hilarious when the actors form a team and challenge the local firemen to a game.

Guests Wanted

RKO-Pathe—18 Minutes

Benny Rubin is a "wow" in this one as a vaudeville actor who inherits a hotel out in California. Some hilarious situations develop when he takes all his ham actor friends along to fill the posts of bell boys, chef, waiters and down the line. In order to stimulate more business Benny advertises that his uncle had hidden a fortune in the hotel. There is a riot when the guests swarm in and tear down the hotel trying to locate the treasure. The entire comedy is filled with plenty of laughs.

———o———

Hot News Margie

Vitaphone—7 Minutes

Marjorie Beebe as a tabloid sob sister makes this a breezy little comedy move along in a most amusing manner. Out to get an intimate story on a football star she disguises herself as a player in order to make her way into the field. How she is knocked around is plenty funny. But she manages to continue her interviewing as she and the football hero are taken to the hospital in an ambulance. It annoys the hero so much that he socks her for a ten-count.

KINE-QUIPMENT

NEW DEVELOPMENTS
in
THEATRE EQUIPMENT

Fox Licensed to Employ Meyer Tube

License for the use of the E. M. Meyer ultra violet ray light source and system has been let to Fox Film Corp., according to P. A. Powers, who controls Meyer Tube, Inc., which in turn holds the patent rights.

Powers said that license on the tube also is being considered by the Continental Television Company. The tube is adaptable to television recording.

Under the terms of the license Fox has the right to use the tube for all production work. It will be used for Hearst Metrotone News as soon as it is adaptable to portable equipment, the announcement states.

RELATIONS AWARD

Westinghouse Wins B. C. Forbes Prize

The Industrial Relations Program evolved in more than 40 years' corporate existence of the Westinghouse Electric and Manufacturing Company, was designated one of the nation's best and presented a capital award in a contest recently conducted by B. C. Forbes.

A prize of $200 was included in the award and presented to W. G. Marshall, in charge of Employe Relations. Marshall immediately gave the check to the Westinghouse cooperative committee for emergency relief.

The Forbes contest, conducted to determine the best Industrial Relation Plans, was entered by 380 companies in the United States. Judges of the contest were Dr. Magnus W. Alexander, president, National Industrial Conference Board; Henry Bruere, president, Bowery Savings Bank of New York; Dr. Julius Klein, assistant secretary of commerce; Sam A. Lewisohn, chairman of the board, American Management Association; and B. C. Forbes, editor of Forbes Magazine.

Racon Improvements

Improvements, designed to give more powerful and better response as well as increasing efficiency, are announced by Racon Electric Company of New York. A reduction in process on the company's complete line has been announced.

WIRED FOR SOUND

71 Theatres Operated by Army M. P. Service

All theatres operated by the U. S. Army Motion Picture Service are wired for sound, according to advices from Washington. Civilian director of activities of the seventy-one houses in posts, camps and stations throughout the country is R. B. Murray. Major J. J. Teter is officer in charge.

The theatres are divided into five territories each with a branch manager, as follows: New York, Thomas H. Martell, manager, 16 houses; Potomac (Washington), Fred Bund, Jr., 18; St. Louis, M. W. Smith, 17; Dallas, W. E. Crist. 15; Seattle, T. G. Kemper, 5.

UNBREAKABLE DISC

American Record Corp. Develops New Product

American Record Corp. plans to introduce an unbreakable record on 33-1/3 rpm, 10-inch disc for use by theatres as exit marches, overtures and when silent pictures are run.

Fourteen recordings are now listed by American Record, including four of Lew White at the organ, four of Sam Lanin's Orchestra, three of Vic Irwin's Orchestra and two of Roy Smeck, wizard of the strings. The company expects to release from 10 to 14 recordings a month. Chas. S. Goetz will handle distribution of the theatre records.

42 British ERPI's

According to a survey recently concluded by the Western Electric sales department in Great Britain, there are 42 towns in the British Isles where only Western Electric equipment is in use.

NEW LINEN PLAN

N. Y. Company Launches Premium Deal

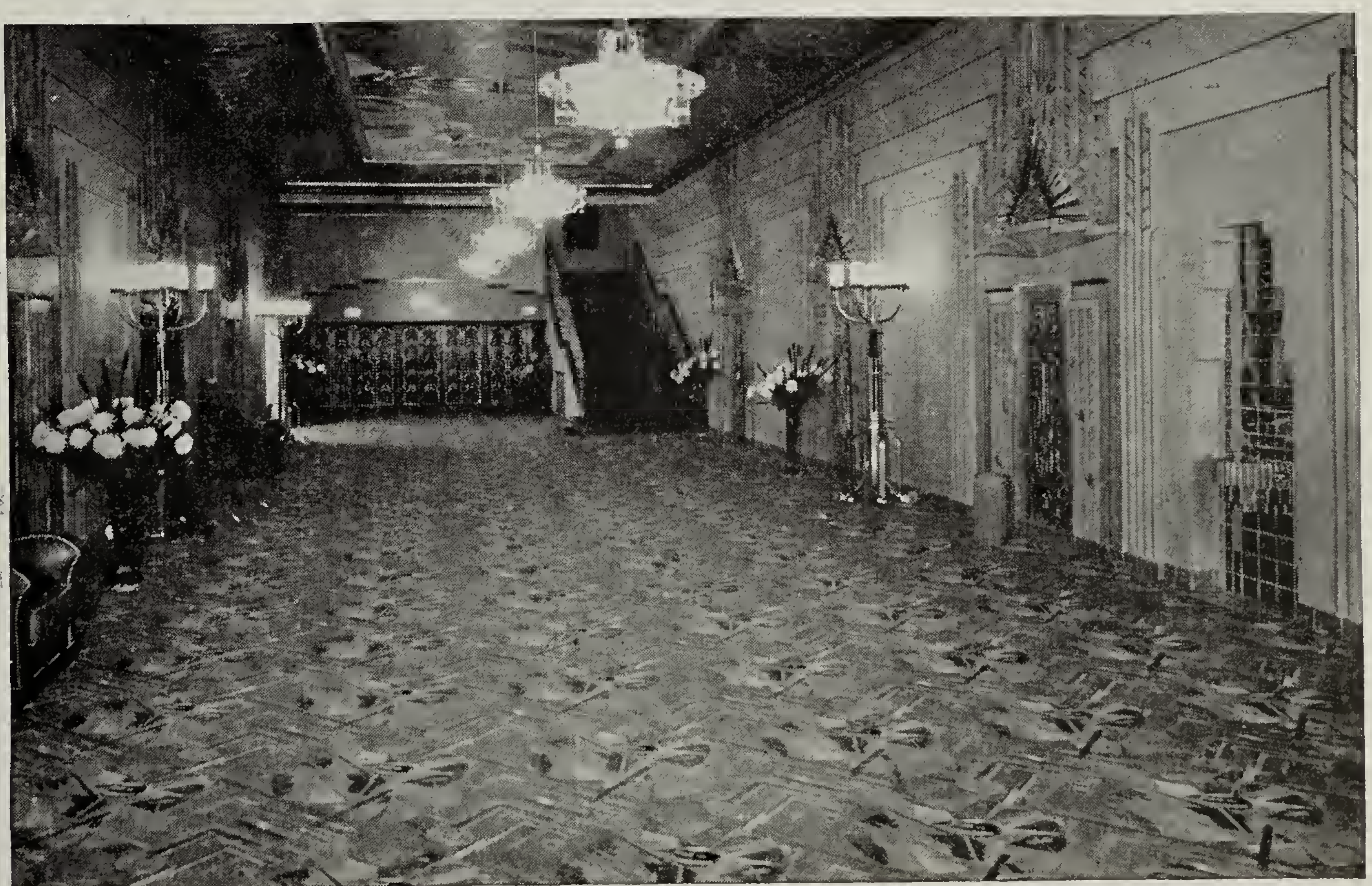
A linen giveaway plan, which covers a period of 24 weeks and is said to be meeting with success, is offered by the Linen Sales Company of New York.

The plan consists of a seven-piece dining room set, six-piece bedroom set, three-piece vanity set, two fancy pillow cases, four fancy guest show towels and a five-piece bridge set. All the pieces are said to be made of Belgium linen trimmed in Cluny lace that match in color and design.

W. E. in Army Home

Two Western Electric sound system installations will furnish talking picture entertainment for inmates of the National Military Home at Washington, D. C., as the result of contracts signed recently, according to C. W. Bunn, general sales manager of Electrical Research Products.

In The Decorative Manner



WARNER BROS.' new Western Theatre on Wilshire Boulevard, Los Angeles, presents a lobby in the modern decorative manner. The carpet, which harmonizes so well with the general decorations, is a specially-designed Mohawk Glenburn Wilton, supplied through Continental Theatre Accessories, Inc.

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

"Star Appearances" Via 'Phone is Wow

A NOVEL stunt was put over at the Publix-Dubinsky Newman Theatre in Kansas City when "personal appearances" of the stars in "Over the Hill" were made via the telephone wires.

A hookup between Hollywood and the projection booth was arranged, the sound being amplified over the Western Electric system and broadcast into the auditorium by the public address system behind the screen.

Seated at a desk on the stage, John C. Moffitt, film critic of the Kansas City Star, opened the conversation, and interviewed Sally Eilers, Mae Marsh and James Dunn, the stars of the Fox picture. Warner Baxter was telephonic "master of ceremonies" and introduced the players.

While the stunt was chiefly an experiment and the voices from the West Coast not very distinct, the audience seemed to enjoy the performance hugely, and it showed what can be done with tie-ups of this sort when the voice reproduction and amplification is carefully worked out beforehand.

The "personal appearances" were advertised in advance and helped draw a capacity audience. Ed Dubinsky, president of Publix-Dubinsky Bros. Theatres, introduced the stunt, calling it an "experiment."

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

A Service Medium

THE Columbia Showman, house organ for Columbia Pictures Corporation, is dress. It is prepared as a service medium for exhibitors who play Columbia pictures, furnishing them with an abundance of material and ideas for exploitation and should prove a real sales help to aggressive showmen. Bert Ennis, director of advertising and publicity, supervised the production of the publication, which is edited by George Gray. Frank Spicker is art editor.

Mfg. Exhibit Real Interest Provoker

THE real exploitation stunt is one that can be worked in many cities. Such a stunt has been evolved by John J. Scanlon, manager of the Warner Theatre, Torrington, Conn., for it can be effectively carried out in every small manufacturing city throughout the country. The larger the number of industries carried on in a city the more successful the stunt is bound to be.

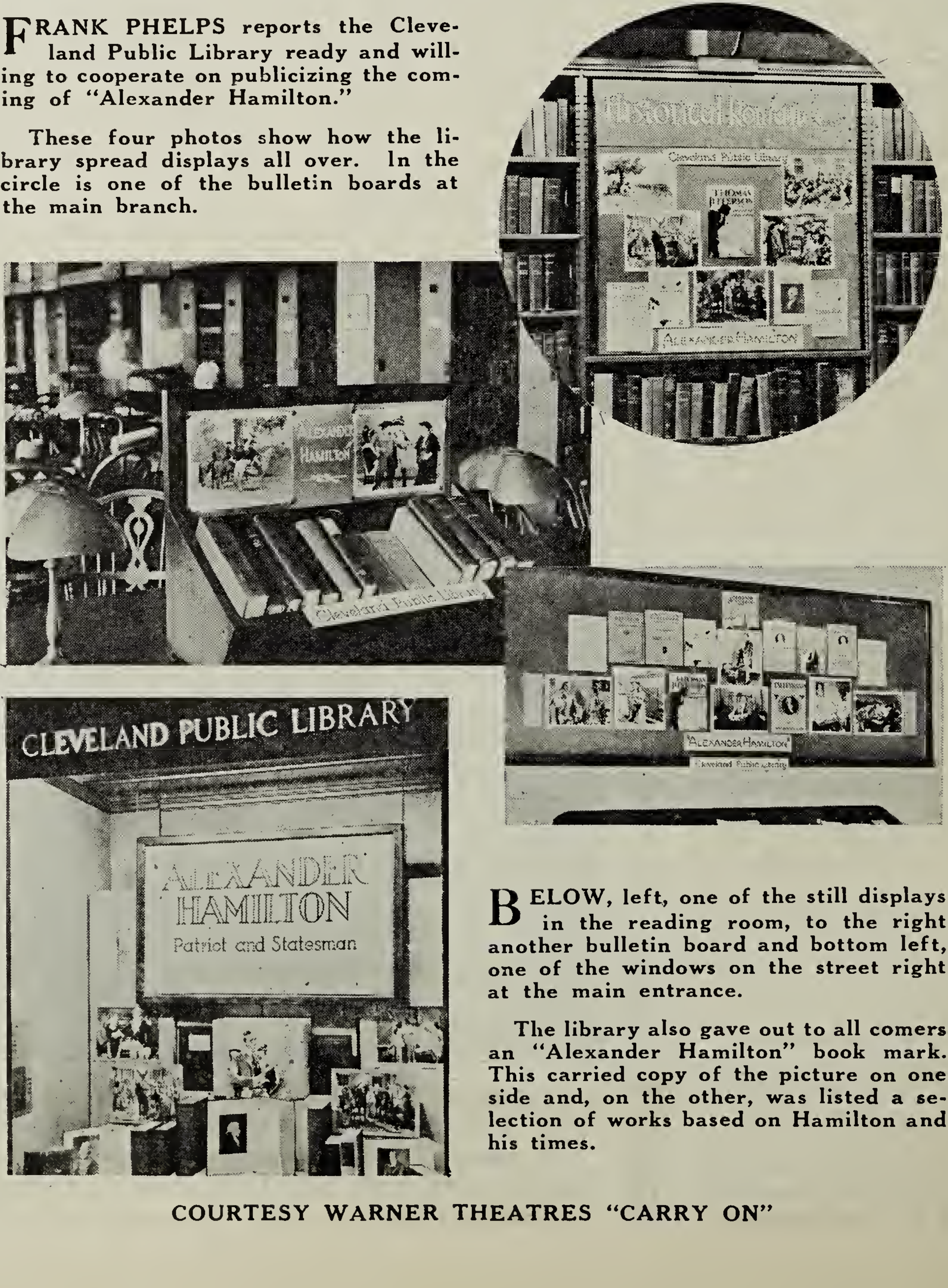
It was Scanlon's idea to get up a small industrial exposition for the Warner Theatre lobby each week. He, therefore, broached his plan to the manufacturers in Torrington and all of them became enthusiastic over it. Each week Scanlon exhibits in the theatre the products of one of the Torrington factories. His opening exhibit was of electrical appliances made in the town. In return for the display the manufacturers donate one or more articles made by them.

The stunt has proved to be an extremely good one for the theatre and one in which the local people are taking a great deal of pride. It is felt to be a good advertisement for the city and equally good for the business men. Scanlon says that he is going to surprise some of the people of Torrington by showing them just how varied are the articles made.

Cleveland Library Tie-up a Corker

FRANK PHELPS reports the Cleveland Public Library ready and willing to cooperate on publicizing the coming of "Alexander Hamilton."

These four photos show how the library spread displays all over. In the circle is one of the bulletin boards at the main branch.



BELOW, left, one of the still displays in the reading room, to the right another bulletin board and bottom left, one of the windows on the street right at the main entrance.

The library also gave out to all comers an "Alexander Hamilton" book mark. This carried copy of the picture on one side and, on the other, was listed a selection of works based on Hamilton and his times.

COURTESY WARNER THEATRES "CARRY ON"

OF · BY · AND · FOR · THE

Motion Picture Industry

A complete, competent advertising, art and publicity service that plugs a gap or gives you its creative ability one hundred per cent.

ART, LAYOUT AND COPY

A staff of artists who are specialists in motion picture illustration assure you of A-1 work. Complete campaigns, roughs for posters, or any phase of layout or finished design will be handled to your satisfaction. Advertising copy is part of our service. Often art and copy are so closely allied in their creative aspects that they are inseparable.

TRADE PAPER ADVERTISING

You've got to tell 'em to sell 'em. A thorough knowledge of distribution enables us to present your product to the nation's exhibitors effectively and forcefully through the vital medium of the trade press advertising pages.

PRESSBOOKS?

Pass the buck to us

Give us the stills and a synopsis and we'll deliver a book that is accurate, practical and embodying all the elements of good showmanship.

CLIENTS BENEFIT FROM A RELIABLE, WELL-KNIT ORGANIZATION OF EXPERTS FOR WHICH THEY PAY ONLY AS THEY GO

Out of the new era has come one of the most unique services in this ever-shifting industry. Our creators of advertising, art and publicity are functioning smoothly and efficiently as an independent unit that is at the call of any company or individual. And when such service is needed—without worry and overhead and headaches when you would call time out. Send us in for one play. Keep us in harness for the duration of your special campaign or as your permanent department. No matter which it may be, you'll have a team geared to the spirit of your task, capable of crashing on to your goal. Costs in keeping with the new era. Fresh, vigorous sales slants applied to your merchandising.

FROM SOUP TO NUTS

We'll take care of the idea, the illustration, the copy, the type, the cuts—all the way or any part of it. We'll follow your direct instructions or work your entire campaign. We'll do the legwork or the headwork. Clear your desk and we'll decorate it with a first-line job—Johnny on the spot as to deadline and Jake as to technique and originality.

YOU GET THE AGGREGATE OF OUR EXPERIENCE

Several among our personnel have held executive jobs with the major motion picture companies. Others have been runners-up. Most have had an unusual background, travel, training, color and all that stuff. Thrown together by the depression, the members of this Company have stuck, added to their experience, applied their background to the new era. Clients derive the benefit of the organization in its entirety, showmanship proven by the Company's output of trade ads, pressbooks, sales letters, etc., etc.

MAN POWER THAT ROLLS ITS OWN

George W. Harvey
Herbert Jaediker
John Level
William Grotz
Guy Fowler
Charles Friedlander
Oakleigh Reynolds
George Lane
Robert Smart
A. A. (Wally) Wallgren

EXPLOITATION COUNSEL

We'll sit in

The right sales angle often determines the full measure of success of a picture at the box-office. We'll be glad to sit in at your conference or screening.

GENERAL PUBLICITY

Written—Mailed

Our complete service includes writing and mailing. The roto, newspaper, trade, fan magazine list that you may not have available is no doubt neatly filed at our offices. Say where, and when, and we'll take care of the details.

HARVEY-JAEDIKER

Advertising Art and Publicity Attuned to Ideas That Sell

1674 BROADWAY • NEW YORK

Telephone: COlumbus 5-0390

No Alternate Plan for RKO, Says Brown

Despite the talk of alternative plans being offered, none have been submitted, nor is there any definite indication that one will come forth, according to a statement by Hiram S. Brown, president of RKO. Meanwhile, many stockholders are jeopardizing their interests by holding back on proxies, he stated.

Brown's statement follows:

"RCA's offer to assist the company by underwriting the proposed new debentures and stock is conditioned upon the approval of the plan by stockholders, and if such approval is not obtained the only source from which the company can expect the financial assistance necessary to preserve its existence will be lost.

"It has been called to my attention that more than one-half the total shares of the outstanding stock is standing in the names of brokerage houses which, on account of the requirement of the New York Stock Exchange that they procure the consent of the owner before giving a proxy, are unable to give a proxy because of their inability to communicate with the actual owner of the stock."

Regarding production, Brown said: "We have had bad pictures. For that we can be seriously criticized. Had we had better productions, our grosses would have been higher. Now we have taken all the safeguards possible to bring about satisfactory results. We have brought the two studios together and have reduced production costs and improved studio conditions at the same time. It hasn't been the purchase of theatres that has dragged us down. Proctor, Interstate, Libson and Pantages circuits have contributed to our theatre expansion program which has shown earnings in operation.

"My total income from RKO for the past three years has averaged less than $90,000 a year, including a bonus of 8,000 shares. Our treasurer receives less than $20,000 a year including bonus.

"Radio will not make as many pictures in the future as have been made by Radio and Pathe combined. David O. Selznick, who is in charge of studio administration, will have all productions made on the Radio lot, using the Pathe studio for several departments and the making of sets.

"I do not claim to be a showman. It was my job to put showmen in charge. Maybe I didn't select carefully or wisely. David Selznick and William Le Baron, both of whom receive larger salaries than I, will turn out a fine grade of pictures under the new arrangement. We also have Charles R. Rogers."

RKO's theatre department will show a profit this year, but this net will be wiped out by the picture division, Brown said. Combining the RKO and Pathe trademarks at this time is considered unwise, he added.

Television Afar

(Continued from page 9)

teenth the reliable service area covered. There is no feasible way of sending television programs of the sort that are likely to hold public interest over existing telephone wires as is now done in national radio broadcasting through affiliated network stations. Until some practical way to use wire transmission is put into effect, therefore, the area to be covered through broadcasting any program from one studio is considerably reduced and the number of receiving sets reached, which is the vital economic factor for consideration by advertisers and others who produce and pay for the programs, is minimized."

Allied Convention

(Continued from page 9)

launched on protection from so many angles that we may expect judicial determination on many important phases of this subject before the lapse of many months. The propositions sought to be vindicated are:

"(a) That protection agreed to and put in effect by competing companies, like a price agreement, is illegal per se, regardless of whether such protection is reasonable.

"(b) That inter-city protection never can be legal for the reason that it does not have for its purpose the 'protection' of the theatre in whose favor it is given, but is designed to enable that theatre to draw unfairly from the theatre on which it is imposed.

"(c) That intra-city protection is unreasonable when it extends beyond the close of the preceding run.

"It is confidently predicted that protection imposed by the distributors in the interest of the chains, and without consulting or respecting the rights of the independent exhibitors, will be outlawed as completely as the former system of compulsory arbitration."

Senators Brookhart, King, Dill and Trammell are commended for their work in preventing the passage of the "so-called Vestal Bill without amendments that would protect the theatre owners in the matter of the music tax and unfair tactics of the Copyright Protection Bureau."

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

BARGAINS in new and used theatre equipment of all kinds, sound on film and disc. Tubes, new, 20 per cent off list; X-Cell photo cells unconditionally guaranteed for one year, $25 each. Motors, blowers, projection machines and seats. Cash must accompany order. Independent Theatre Supply Co., 118 West 18th St., Kansas City, Mo. xc12-8(4)

MELLAPHONE sound-on-disc; in operation now; guaranteed; complete $100. Majestic Theatre, Fostoria, Ohio. 12-8

TWO SIMPLEX heads and Peerless lamps, excellent condition. P. O. Box 212, Nashville, Tenn. 12-8

POSITIONS WANTED

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

PROJECTIONIST—Non-union; experienced sound-on-film; A-1 local references; desires permanent position S. F. Bay Region. 2315 Greenwich St., San Francisco, Cal. Fillmore 7747. 12-8

OPERATOR-SOUND ELECTRICIAN 12 years wants job. Walter Ingalls, New Hampton, Iowa. 12-8

THEATRES FOR SALE

PAYING THEATRES for sale in Illinois, Iowa, Missouri, Oklahoma, Wisconsin. Inquire Albert Goldman, 1402 Mallers Bldg., Chicago. 12-8

THEATRE BUILDING with balcony for rent in Abilene, Tex., after January 1. Good location, reasonable rent. Communicate with Levy Bros., Sweetwater, Tex. 12-15

ONLY SHOW building in good small oilfield town. Rent cheap. M. D. Butler, Oilton, Okla. x12-1

THEATRE LEASE for sale — Location Valdosta, Ga.; 1100 seats; 1500 population; Western Electric equipment. Now operating at a profit, same average B. O. receipts five months' period. Will net $500 annually as is with excellent chances for increase with local ownership. I must dispose of this lease by January 1. $2500 cash payment will handle. Ben Stein, 1409 Lynch Bldg., Jacksonville, Fla. 12-8

THEATRES WANTED

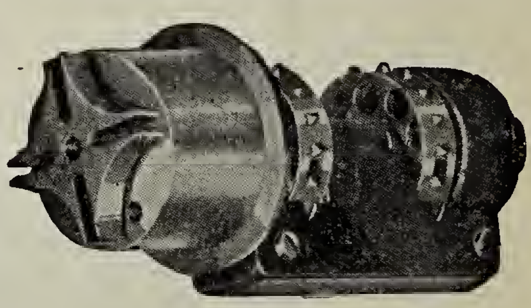
CAN SELL your theatre quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 12-15

TECHNICOLOR MOVES

Production to be Centered in Hollywood

Technicolor has transferred all activities from Boston to its Hollywood laboratories, according to Dr. Herbert T. Kalmus, president and general manager. Heretofore most of the Technicolor release prints have been manufactured in Boston.

This move, which consolidates all Technicolor work — photography, printing of rushes and release prints, as well as research—in the capital of the motion picture industry, means an economy of time in production that is important to the industry, Dr. Kalmus pointed out.



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

CHRISTMAS

ISSUE ASSOCIATED PUBLICATIONS

OUT DECEMBER 22

FORMS CLOSE DECEMBER 18

◆

Deliver A Christmas Message That Exhibitors

WILL KNOW YOU MEAN

◆

FOR ASSURED RESULTS

TELL 'EM WHERE YOU SELL 'EM!

ON THEIR HOME GROUND THROUGH THEIR HOME TRADE PAPER

Mail Copy Now For Christmas Issue

(Kansas City Dead Line Dec. 18)

THE FILM GROUP
AP
ASSOCIATED PUBLICATIONS

FILM TRADE TOPICS

Covering San Francisco, Los Angeles, Seattle, Portland, Denver and Salt Lake City territories.

MOTION PICTURE TIMES

Covering Dallas and Oklahoma City territories.

MOVIE AGE

Covering Minneapolis, Milwaukee, Omaha and Des Moines territories.

The REEL JOURNAL

Covering Kansas City and St. Louis territories.

Motion Picture DIGEST

Covering Chicago and Indianapolis territories.

MICHIGAN FILM REVIEW

Covering Detroit territory.

EXHIBITORS FORUM

Covering Pittsburgh and Buffalo territories.

The OHIO SHOWMAN

Covering Cleveland, Cincinnati and Louisville territories.

NEW ENGLAND FILM NEWS

Covering Boston, New Haven and Portland territories.

WEEKLY FILM REVIEW

Covering Atlanta, New Orleans, Charlotte and Memphis territories.

National in Scope
Local in Service

ASSOCIATED PUBLICATIONS, Inc.

BEN SHLYEN, President and Publisher

NEW YORK OFFICE: 551 Fifth Ave.—Phone: MUrray Hill 2-10191

PUBLISHING OFFICE: 4704 East 9th St., Kansas City, Mo.

IN
ADVERTISING
THERE IS NO
SUBSTITUTE
FOR GOOD
RESULTS

Great laughs from good old Charlie.

Good story; good cast; drama charged with suspense and emotion.

Can a vacation from matrimony restore a wrecked marriage?

"HUSBAND'S HOLIDAY"

CLIVE BROOK

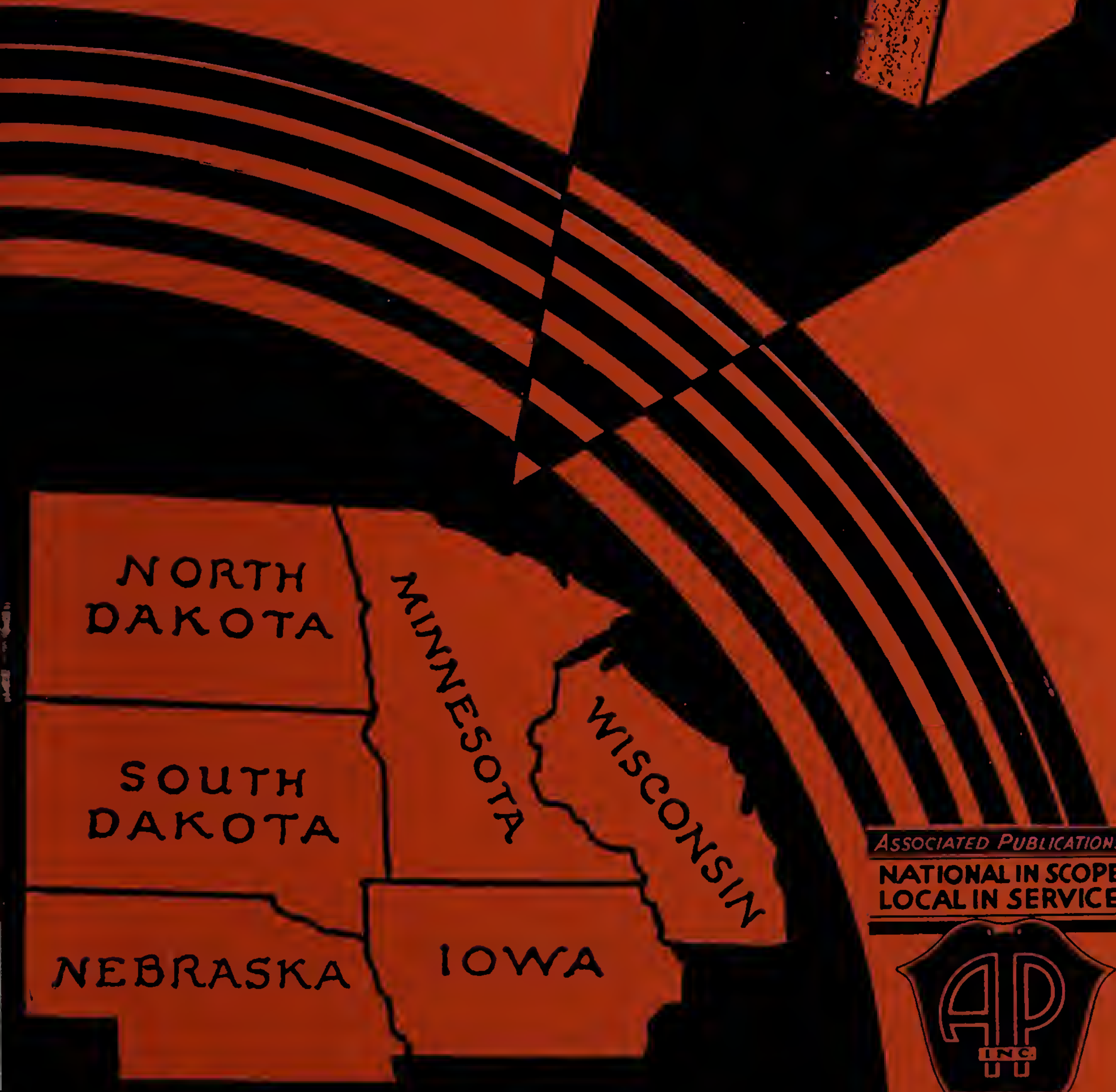
CHARLIE RUGGLES
VIVIENNE OSBORNE
JULIETTE COMPTON
HARRY BANNISTER

Aware of another woman in her husband's life, should a wife give him a matrimonial vacation? Here's the answer; so real it might happen in your own home! A drama that packs a vital, heart-warming appeal for all audiences. From a play by Ernest Pascal.

PARAMOUNT

DEC. 15, 1931
VOLUME XIII NUMBER 4

MOVIE AGE


NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
IOWA
WISCONSIN

FEW HOUSES CLOSING IN THE NORTHWEST TERRITORY

LOCAL STAGE HANDS' UNION STILL WITHOUT CHARTER

MINNEAPOLIS INTERESTS WAR AGAINST THEATRE PERMIT

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

Names enough to sell four pictures!

[*Be sure to sell them to your customers*]

JANET **GAYNOR**
for all who love young love—which lets the whole world in

CHARLES **FARRELL**
whoever likes Gaynor likes Gaynor and Farrell twice as much

GEORGE **Gershwin**
America's greatest living composer . . . sure-fire name for class trade

EL **Brendel**
everybody likes to laugh...and how he makes them do it

RAUL **Roulien**
not a name yet . . . but wait till this picture has run its course!

DAVID **Butler**
gave you "Sunny Side Up", "Connecticut Yankee" . . . what a guarantee!

Story by Guy Bolton . . . Lyrics by Ira Gershwin

DELICIOUS

is the only word for it!

A FOX PICTURE

FOX FOR PROFITS

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.

945 Andrus Bldg.
Phone—MA. 6957

MINNEAPOLIS, MINN.

Few Northwest Closings

Dark Marquees Are Not Abnormally Numerous, Reports of Local Film Board Reveal.

Despite the depression, the number of theatre closings in the territory is not abnoramlly large, according to reports received by Mrs. Mabel Dietz, secretary of the Minneapolis Film Board of Trade.

The number of closings during the past few months is not in excess of those for corresponding periods in other years, she says. Comparatively few have been reported for December.

Mild December weather has been a factor in favor of the small-town theatres in the territory, off-setting to some extent the naturally unfavorable effects of the business slump which has brought unemployment and curtailed buying power in its wake.

The absence of severe cold weather has enabled householders throughout the territory to save thousands of dollars on fuel. A portion of this saving undoubtedly has been devoted to entertainment. Moreover, the mild weather has been more conducive to theatregoing than blizzardly blasts would have been, it is pointed out.

Product Quality Brings Optimism

To Publix, Ruben Says; List of Additional Pictures Expected to Aid Economic Recovery.

Exceptional strength of the screen product now being released and scheduled for early release causes Publix in the Northwest to look forward to the ensuing months with confidence, according to Eddie Ruben, Publix divisional manager in the Northwest.

"The sort of pictures we are getting at this time and which we have booked during the next several months is highly encouraging," says Ruben. "We still find that we can do profitable business with outstanding pictures and many of the current releases and underlined offerings are sure-fire box-office.

"There is only one way to fight the depression and that is with outstanding product properly handled by the exhibitor from the showmanship standpoint. Producers now are supplying the

(Continued on page 4)

Theatre Site War

Parent-Teachers' Ass'n and Ministers Launch Vicious Attack on Theatre Project.

Minneapolis film interests are up in arms over an attack on the films by Parent-Teachers' organizations in opposing a license to operate a theatre at Fifty-third street and Lyndale avenue, south, a neighborhood section now without any showhouse.

The proposed theatre was attacked as "certain to be detrimental to educational, moral and economic influences" in the district, which is primarily residential.

Among those who appeared before the city council license committee opposing W. R. Frank's application for a license and attacking the movies were the Rev. W. Stout, pastor of the Richfield Methodist church; A. E. McQuar-

(Continued on page 8)

STILL NO CHARTER

Theatres and Stagehands Deal Individually

The Minneapolis stagehands' union still is an organization without a national charter and without any official organized labor standing. Up to MOVIE AGE'S press time, representatives of the international body had not yet arrived in Minneapolis to organize a new local. Theatre dealings with the stagehands are now on an individual basis.

Revocation of the Minneapolis union's charter followed a telegraphic demand from the local body for the re-instatement of two former officials ousted because they are alleged to have called a strike at the Minnesota Theatre, Minneapolis, several months ago without proper authorization.

FIRE NON-SYNCHROS

$50 a Week for 10 Minutes Daily Too Much

The State Theatre, Minneapolis (Publix), has eliminated its non-synchronized operators, leaving out two musicians and saving the house more than $100 a week in salaries.

The local musicians' union required the employment of two regular musicians to play the phonograph records during the showing of silent trailers advertising pictures in other Publix houses and at the start of each new performance.

For working from 6 to 10 minutes a day at putting on the records, the musicians received the regular union schedule of more than $50 a week each.

The Silver Lining

By M. E. CUFFEL, Editor

It is gratifying to find that the present depression, which is raising havoc with so many lines of business, has not caused any increase in theatre closings in the territory during recent weeks. Apparently, the exhibiting end of the film industry is weathering the trade slump better than most lines.

In connection with the continued ability of the great bulk of showhouses to survive the present crisis, MOVIE AGE learns that favorable theatre-going weather has been a great help to exhibitors. The exhibitors have been favored by a divine province with mild temperatures which has permitted people to spend some of the money for

(Continued on page 4)

Press Praises Jake

Waterloo, Ia.—The Des Moines Register carried a two-column story recently concerning the theatrical activities of Jake Rosenthal, veteran showman, who manages the Iowa Theatre here. The story about Rosenthal's wide acquaintance in the profession, the numerous autographed photos of celebrities in his office and some of his feats of showmanship. His photograph accompanies the story.

Burlington Transfer

Burlington, Wis. — Jack Yeo, formerly connected with several theatres in Beaver Dam, has taken over the Plaza Theatre here from the Community Theatres, Inc.

"Champ" in Ace Spot; Others Go Below Par

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending December 11)—"The Champ" was the outstanding drawing card of the past week, bringing highly profitable business to the Minnesota and pleasing customers exceptionally well. Critics and fans united in acclaiming this offering one of the season's finest attractions. Otherwise business was below par. "Girls About Town" at the Lyric did nicely, but "Local Boy Makes Good" and "Corsair," two really good pictures, at the Orpheum and Pantages, failed to click strongly at the box office.

Aster—**Shanghaied Love** (Columbia), Richard Cromwell, Sally Blane and Noah Beery. **Business:** 100 per cent. **Summary:** Plenty of action and thrills in this drama about love on the high seas. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Lyric—**Girls About Town** (Paramount), Kay Francis and Lilyan Tashman. **Business:** 110 per cent. **Summary:** An amusing but sophisticated comedy about New York gold-digging ladies who help to entertain out-of-town buyers; not for children. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news; comedy and screen vaudeville.

Minnesota—**The Champ** (M-G-M), Wallace Beery and Jackie Cooper. **Business:** 125 per cent. **Summary:** A gripping drama of father love with exceptionally fine performances by the stars; a picture for every member of the family. **Entertainment Merits:** 90 per cent. **Short Subjects:** Sound News; stage show.

RKO Orpheum — **Local Boy Makes Good** (First National), Joe E. Brown. **Business:** 85 per cent. **Summary:** An amusing comedy about a bashful young student with an inferiority complex who has to turn athlete to make good a boast to a pretty co-ed. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage show, comedy and sound news.

State—**The Cheat** (Para.), Tallulah Bankhead and Irving Pichel. **Business:** 70 per cent. **Summary:** An unpleasant but powerful drama of a foolish young wife who falls into a fiend's clutches. Not for children. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newscasting; Laurel-Hardy comedy; screen vaudeville.

U. A. Pantages — **Corsair** (U. A.), Chester Morris. **Business:** 90 per cent. **Summary:** A thrilling and fast-moving drama about the adventures and love affair of a dare-devil rum-runner. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, Sportlights, screen vaudeville.

MILWAUKEE

Garden—**The Age for Love** (U. A.), Billie Dove, Charles Starrett. **Business:** 100 per cent. **Summary:** Here is a picture which is a bit clumsy where it tries to be subtle, but on the whole is a well-done modern romance. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy and newsreel.

Palace—**Over the Hill** (Fox), Mae Marsh, Sally Eilers, James Dunn. **Business:** 110 per cent. **Summary:** A famous old silent photoplay has been handsomely redressed with sound, exquisitely photographed and acted with distinction. **Entertainment Merits:** 90 per cent. **Short Subjects:** Fox News, comedy, Magic Carpet.

Strand—**The Squaw Man** (M-G-M), Warner Baxter, Lupe Velez. **Business:** 95 per cent. **Summary:** DeMille's third and latest version of "The Squaw Man" is well done but slow. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox News and comedy.

Warner—**Local Boy Makes Good** (First National), Joe E. Brown. **Business:** 100 per cent. **Summary:** This is perhaps Brown's best film to date, which casts him in the role of a timid, repressed clerk in a college book store. **Entertainment Merits:** 90 per cent. **Short Subjects:** Paramount News, comedy, cartoon.

Wisconsin—**Flying High** (M-G-M), Charlotte Greenwood, Bert Lahr, Pat O'Brien. **Business:** 110 per cent. **Summary:** A musical comedy adaptation which is saved from the fate of many of its predecessors by reason of Bert Lahr's rubber face, Charlotte Greenwood's long legs and a chorus of really pretty girls. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea and Fox News.

Quality Product

(Continued from page 3)

product and we are bending every effort to sell it to the public. Results so far have been gratifying in nearly every case where the picture is outstanding."

In addition to pictures previously mentioned in MOVIE AGE, Mr. Ruben is expecting great box-office performances by such underlined offerings as "Sooky," "Dr. Jekyll and Mr. Hyde," "One Hour With You" and "Private Lives."

SHUBERT CONTINUES

Employees Operate Local Legit Theatre

Instead of quitting, the dramatic stock company at the Shubert Theatre is continuing on a co-operative basis under the management of actors, stagehands and other employes.

The owners of the theatre, who decided to quit the stock game when they found that they could not operate profitably in the face of movie opposition, have donated the use of the showhouse, with the understanding that if there are any profits they will share in them.

Shawano Opening

Shawano, Wis.—The new Shawano Theatre opened here on Thanksgiving day under the direction of the Independent Theatres, Inc. The house has a seating capacity of approximately 900 and is modern throughout.

Milwaukee Results Lead the Country

Milwaukee — The final results from the benefit performances held in Milwaukee theatres, November 23, show that $44,290.80 was raised for relief work, which is believed to be a record for cities throughout the country. This amount represents money raised by approximately 70 Milwaukee theatres from shows held at 9 o'clock in the evening in downtown houses and all day in neighborhood houses.

State returns are coming in slowly with Madison raising $3,-275; Racine, $1,079.50 and Baraboo, $342.05. According to Frank McWilliams, president of the Allied Independent Theatre Owners' Association, returns from member theatres include the following: Richland Center, Richland, $280.41; Eagle River, Vilas, $100; Menomomie, Orpheum, $250; Green Bay, Orpheum, $149; Marshfield, Adler, $115.65; Medford, Avon, $70; Stoughton, Badger, $271.70; Edgerton, Rialto, $75; Portage, $65; Madison, Eastwood, $305; New Richmond, Heywood, $702.

Majestic Opens Xmas

Milwaukee—The Majestic Theatre, local downtown house, dark for the past three months, will reopen on Christmas Day under the direction of Louis Kane, former Detroit exhibitor, and will be operated on a combination photoplay and vaudeville policy. The theatre was formerly conducted by L. K. Brin, operator of the Garden Theatre here.

The Silver Lining

(Continued from page 3)

amusement which ordinarily might go for fuel and which causes them to wander away from their fireplaces in quest of entertainment.

At this time of stress, however, the exhibitors are getting the greatest assistance from the wisest of the producers who are straining every effort to turn out pictures of irresistible box-office quality. If business is holding up, it is because of outstanding product rather than favorable weather, although, of course, the latter is a help, too. Let the producers continue to supply the sort of pictures which are still doing profitable business and the industry is certain to come through the depression with flying colors.

15 reasons why 9002 users are completely satisfied with Western Electric Sound

Design	*Advanced*
Specifications	*Rigid*
Patents	*Protective*
Manufacture	*Precise*
Price	*Reasonable*
Terms	*Liberal*
Distribution	*World-wide*
Installation	*Engineered*
Reproduction	*Faithful*
Performance	*Dependable*
Inspection	*Exacting*
Service	*Expert*
Advice	*Specialized*
Prestige	*Unparalleled*
Permanence	*Assured*

You'll find Western Electric a profitable investment

Western Electric
SOUND SYSTEM
THE VOICE OF ACTION

Northern Electric in Canada

Distributed by

Electrical Research Products Inc.
250 West 57th Street, New York

THE PUBLISHER'S PAGE

Again Taxation

TWO weeks ago we warned of the strong possibility of a Federal tax on theatre admissions. Today the proposal of such a tax to be voted upon by the Congress is a reality. And, as we also warned, further taxation by the various states of the Union, will likely follow. During the last legislative sessions in assemblies throughout the country there were many state tax measures aimed against the motion picture industry—nuisance admission taxes. Fortunately most of them were defeated but they will be proposed again this year. For example, witness the 20 per cent admission tax proposal that, as this is being written, is being brought before the legislature of the State of Tennessee.

WITH the Federal tax plan made by Secretary of the Treasury Mellon and recommended by President Hoover defeat of the proposal is not going to be so easy. Assessment of a tax on admissions as low as ten cents is taking in all of the motion picture theatres, the small ones as well as the big ones. Even during the war admissions of ten cents were exempt from the war tax as were child admission tickets. But that's not the point. The point is that the vast majority of theatres, particularly many of the smaller situations are in no condition to absorb any additional burdens or be forced to pass a tax on to their patrons in the face of a cycle of lower price demands.

WITHIN this industry there are several trade journals that make a strong feature of dollar figures, giving weekly receipts (largely computed by guess) of some 200 or more theatres. This information, if gotten into the hands of legislators, can be wrongfully used as was the case several months ago when a legislator in the State of Georgia boldly displayed a copy of a trade publication that published box-office figures and used it as proof that this industry was very prosperous and could afford the taxation he was endeavoring to put through against it. That should have been a lesson that the dollar publicity that has been rife in this industry can have a very harmful result.

NO doubt a concerted effort will be made by the Hays organization together with leaders of the national exhibitor associations to defend the industry from the Mellon admission tax proposal. They will need the co-operation of every exhibitor all the way down the line. For their own interests exhibitors should be ready and not delay to carry forward any effort they are called upon to make. Just remember—if the Federal tax bill is enacted it will not only put many small theatres out of business but it will remain as a heavy drain on the industry for several years. It's a most serious matter for thorough consideration and for a strong defensive action.

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office, 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill.; MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; NEW ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Monopoly Charges Filed

Cleveland Exhibitors Seek to Smash MPPDA "Combine"; Charge Conspiracy.

(Special to Associated Pub.)

By ELSIE LOEB

Cleveland — Charging that the Motion Picture Producers of America, under the leadership of Will Hays, have formed a combine and monopoly in violation of the Sherman anti-trust law, Cleveland Motion Picture Exhibitors' Association has filed an injunction suit in Federal Court to smash the alleged combine.

The association consists of 46 independent Cleveland exhibitors owning and operating about 80 Cleveland motion picture houses. Exhibitors charge they are being forced out of business.

Suit was filed by Attorney Samuel Horwitz of the firm of Stanley, Horwitz and Kiefer. Associated with him are Joe B. Keifer and Paul R. Harmel.

Suit asks that the "monopoly and conspiracy in restraint of trade be declared illegal and that the combination or trust be dissolved."

Violation of the Sherman act is punishable by fine or imprisonment.

The petition contends that defendants control 98 per cent of production and distribution in the United States and by reason of concerted and discriminatory practices are enabled to suppress competition and injure independent exhibitors not affiliated with defendants.

The suit charges exhibitors are compelled to sign uniform contracts, terms of which work to their disadvantage, and that since these contracts are uniformly employed by all the defendants, exhibitors are denied a "free, untrammeled and open market."

Because of their almost absolute control of the motion picture production, it is charged defendant producers are in position to

(Continued on page 18)

OPPOSITION TO FEDERAL TAX

Develops in Congress As Democrats Prepare to Submit Own Program; Hit Dimers.

Washington—Secretary Mellon's recommendation that a tax on theatre admissions of more than ten cents be levied is understood to be encountering increasing opposition in congressional circles here. The democratic majority in the House of Representatives, from which all revenue-producing proposals must originate, is said to be planning its own legislative program. Meetings are to be held this week to discuss the situation and develop new ideas.

Opposition to any form of "nuisance" tax is foreseen. Also critized is the proposal to tax admissions from ten cents up. General opinion holds that the cheaper types of amusement cannot now bear such taxes.

BIG CHRISTMAS ISSUE

Out December 22

Revise Express Rates

Railway Express Agency Joins Southeastern in Downward Revision for Ten Southern Points.

Atlanta—Following almost two years of ceaseless campaigning by J. H. Butner, local educational manager, the Hays organization, Southeastern Theatre Owners' Association and other film industry groups, substantial reductions in return shipments of films to exchanges have been secured.

Railway Express Agency, Inc., has joined the Southeastern Express Company in reducing express rates to film exchanges in Atlanta, Baltimore, Charlotte, Cincinnati, Jacksonville, Louisville, Memphis, New Orleans, St. Louis and Washington. The reduction is 50 per cent of the former rate, provided the film is shipped both ways on one company's lines, and is effective January 5.

(Continued on page 18)

HI-LITES IN THE WEEK'S NEWS

New York—More sincerity on the part of players in portraying their roles would enhance the value of pictures, according to Harry M. Warner. The Warner president declared that all parts must be completely played. No longer can players succeed by posing before the camera.

New York — Laugh programs are important in the opinion of Felix F. Feist. "Build up laugh programs," is his suggestion for combatting a slump at the boxoffice.

Hollywood—Gus Barth has been named sales manager of the Pomeroy Company, which is doing special photographic and recording work. Charles Davis has joined the sales staff under Barth.

Hollywood—Eleven big features will be in various stages of work by February 1 at the combined Radio-Pathe studios, according to David O. Selznick.

Hollywood—A defense of production costs has been made by Samuel Goldwyn in answer to critics of Hollywood studios and their activities.

New York—Warner Bros. has issued a complete denial of charges of insolvency made by Jules Endler of Passiac, N. J., in a petition for the appointment of a receiver for the company, filed in Wilmington.

Gervers Aids Ennis

New York—Ralph Gervers, associated with Columbia since last spring, has been named assistant director of exploitation of the company, under the supervision of Bert Ennis, director of advertising, publicity and exploitation. Gervers, who will make his headquarters in New York, will also be in charge of the field men, and handle the exploitation on the New York openings, in addition to the national exploitation campaigns of the company.

Elliott Succeeds Canavan as Head

New York—William C. Elliott, formerly vice-president of the I. A. T. S. E. and M. P. O., has been elected president, succeeding William F. Canavan, resigned. Canavan's resignation was offered following failure of unions throughout the country to approve his 36-week salary reduction plan.

Elliott was elected by the executive board of the union. John P. Nick of St. Paul, third vice-president, succeeds him as first vice-president. Status of William P. Covert of Toronto, second vice-president, remains unchanged. William J. Harrer of Philadelphia, who has been fourth vice-president, advances to the post of third vice-president. Joseph C. Campbell of Oklahoma City, fifth vice-president, becomes fourth vice-president, and William T. Madigan of Minneapolis moves from the sixth to fifth vice-presidency. Floyd M. Billingsley of San Francisco seventh vice-president is made sixth vice-president. A new seventh vice-president will be elected by the executive board at a later date.

APPROVE RKO REFINANCING

New York—Radio-Keith-Orpheum's refinancing plan was approved by stockholders after three days' adjournment. Under the terms of the plan, RCA will underwrite the new issue of stock in six per cent debentures, totaling $11,600,000.

Hiram S. Brown, president of RKO, expressed gratification over the adoption of the plan, stating that RKO is now afforded an opportunity to resume its business with reasonable hope of profitable operations.

Publix Buys Vitas.

New York—Arrangements have been made for the showing of Vitaphone Short Subjects in all Publix theatres. The number of Publix theatres involved in the deal covering Vitaphone Shorts, approximates 1,000 and takes in the following territories: Boston, New Haven, New York, New Jersey, Charlotte, Atlanta, New Orleans, Memphis, Dallas, Los Angeles, St. Louis, Omaha, Minneapolis, Des Moines, Indianapolis, Chicago, Cleveland Buffalo.

Johnson May Head Local Film Board

Election of Harold Johnson, Minneapolis Educational exchange manager, as president of the Minneapolis Film Board of Trade at the annual meeting this week is believed in prospect, unless W. H. Workman, M-G-M exchange manager, incumbent, will accept another term.

Johnson is one of the most popular members of the film fraternity in the Northwest. He is a veteran in the game, although a young man.

Workman succeeded Tom Burke, present Tiffany exchange manager, at the head of the distributors' organization and has held down the post in a manner eminently satisfactory to the various branches of the trade. During the past year there has been very little conflict between distributors and exhibitors in the territory.

In addition to a president and vice-president, the Film Board also will elect a board of five directors. The board chooses the secretary. Mrs. Mabel L. Dietz, present secretary, is assured of retention.

Another Dual Policy

Milwaukee—Fox's Strand, local first-run, has inaugurated a double feature policy at no increase in admission prices. The theatre, with a seating capacity of approximately 1,200, is the first local first-run to play the double bill. The practice has become more general among the neighborhood houses with both Warner and Fox houses playing the double feature program in addition to a number of the independents.

Reopening

Oconto — The Gem Theatre, which has been dark for several years, reopened December 3, under the direction of A. L. Merritt. The interior of the theatre has been reconstructed and proper acoustics made for sound pictures.

Site War

(Continued from page 3)

rie, principal of Washburn high school, and J. C. Flahavan, a taxpayer.

"Build a theatre at this location and you are going to get children into the habit of going to it," said R. V. Gleason, representing the Parent-Teacher organization of the Annunciation parochial school. "It's going to demroalize the children."

As a result of the opposition the committee voted to reject Frank's application.

ULTRAPHONE DEALS

Progress Is Reported by Chicago Branch

Ted Karatz of Ultraphone is back in Minneapolis after spending two weeks in Chicago where he opened Ultraphone offices at 1223 South Wabash. He reports that, in the face of stiff competion, the new Chicago office already has made encouraging progress.

In the short space of two weeks, Karatz says, the Chicago office has closed contracts for Ultraphone sound-on-film equipment with the Sheridan Theatre, North Chicago; Bartlett, Highwood; K. Theatre, Clinton; Paxtonian, Paxton; Lorraine, Hopperton; Central, Fairbury; Princess, Lewiston; Palace, Elmwood; Crane, Chicago; Rosette, Chicago; Grand, Chicago; and the Twin City Theatre, East Chicago, Ind.

Including deals now pending, Karatz predicts that by the first of the year he will have sold a minimum of 25 Ultraphone installations in the Chicago territory.

Karatz also announces that Frank R. Rogers has joined Ultraphone as New York distributor. Rogers for three years was in charge of the Chicago ERPI office, having supervision of sales in 14 states. About four months ago he resigned from that position to become vice-president and general manager of the General Talking Picture Corporation, manufacturers of DeFoerst Sound Equipment. He resigned from the latter position to join Ultraphone, with headquarters at No. 22, Riverside, New York City.

BIG CHRISTMAS ISSUE
Out December 22

Hot Radio Plug

The Minnesota Theatre put over a fast exploitation stunt when it induced Bing Crosby by telegram to announce during his radio appearance over one of the big chains the fact that one of his pictures would be on view at the big Publix showhouse this week. A lot of Crosby fans were reached without any cost to the theatre.

Overseating Is No Problem for City

The Minneapolis city council license committee is on record to the effect that it will not be influenced in its decisions on theatre license applications by the matter of overseating or ability of a neighborhood to support an additional showhouse.

In acting favorably upon the license application of Harry Dickerman for a theatre at 801 Lowry avenue, north, in a neighborhood section, the committee served notice that it is not concerned about protecting the theatre investments already present by curtailing additional opposition even if a district is sufficiently served by showhouses.

Other theatre men of the neighborhood opposed the Dickerman application. These theatre men contended that the new theatre would make the district over-seated, but the aldermen turned a deaf ear to their pleas to reject the application.

AMBULANCE NEEDED

"Frankenstein" Stunt Is Put to Service

Utilized as an exploitation stunt and regarded as the biggest kind of joke by the management, the ambulance kept in front of the RKO Orpheum, Minneapolis, and the hospital service with registered nurses inside the lobby during the "Frankenstein" engagement turned out to be real essentials.

No less than four people, badly overcome while watching the terror-provoking picture, were taken to the hospital in the ambulance. An attack of appendicitis was brought on in the case of a woman patron and she had to be operated upon. Innumerable people, slightly overcome, were given first-aid treatment at the lobby hospital.

The ambulance, donated free by a local undertaker, carried a sign stating that it was "Parked Here in Case of Emergency for Those Who Can't Stand to See 'Frankenstein.' Do You Dare to See It?" A sign by the hospital bed and nurses' stand in the lobby read, "We Are Taking Every Precaution to Make It Safe for You to See 'Frankenstein.' In Case of Emergency First-Aid Will Be Given Here." The electric sign in front of the house carried the challenge, "We Dare You to See 'Frankenstein'!"

Evidenty the public enjoys being "scared to death" because the picture drew record-breaking business.

Waterloo Exhib. Host

Waterloo, Ia.—Jake Rosenthal, manager of the Iowa Theatre, was host to members of the Allied Theatre Owners of Iowa at a convention held here to discuss routine matters and to preview a number of pictures.

GILBERT RESIGNS

Publix Publicity Man Returns to N. Y.

Dick Gilbert, RKO exploitation and publicity head for the Northwest division, has resigned his position in New York to do theatrical publication editorial work. He came to Minneapolis from an editorial desk with a New York theatrical weekly.

Quality Product Is Local Comeback Aid

The past several weeks have brought no less than five outstanding box-office draws into the Minneapolis loop for their initial Northwest release.

Pictures which have routed old man depression during the past month in Minneapolis include "Frankenstein," "The Champ," "Possessed," "The Sin of Madelon Claudet" and "Touchdown." Each of these attractions did sensational business, playing to grosses which would be considered exceptionally fine even in prosperous times.

Confidence is expressed in Twin City film circles that these pictures also will mop up throughout the entire territory. They're already in big demand among exhibitors.

Payne to Milwaukee

Milwaukee—Earl Payne, former manager of the RKO Palace-Orpheum Theatre here, and more recently manager of the Capitol in Chicago, has succeeded Harold Janecky as manager of the Warner. Janecky had managed the house, Milwaukee's newest first-run since its opening in May.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.

Alexander Hamilton—Warners (73). Historical drama which gives Arliss a chance to display his superb ability. Entertainment of the highest standard. (Oct. 6)

Are These Our Children?—Radio (84). Another masterful production by Wesley Ruggles, the director of "Cimarron." Picture has a powerful message. (Nov. 17)

Bad Company—RKO-Pathe (78). Gangster picture which is different from the ordinary type with topnotch performance by Ricardo Cortez. (Sept. 29)

Beloved Bachelor—Paramount (68). Highly sentimental romantic type of story which should please generally. Paul Lukas and Dorothy Jordan co-starred. (Oct. 27)

Big Gamble—RKO-Pathe (63). Octavus Roy Cohen story with plenty of action and punch that should satisfy. Bill Boyd and Dorothy Sebastian co-starred. (Sept. 15)

Border Law—Columbia (54). Typical Buck Jones western with a thrill-a-second that shouldn't disappoint the lovers of the old-fashioned horse opera. (Oct. 27)

Brat—Fox (65). Good entertainment for the majority. Excellent cast, including Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill and June Collyer. (Sept. 15)

Champ, The—M-G-M (87). Wallace Beery and Jackie Cooper rise to superb heights in this picture filled with human interest and action. (Nov. 24)

Compromised—First National (55). Good comedy-drama for the small town audiences. Rose Hobart and Ben Lyon head the cast. (Nov. 24)

Convicted—Artclass (63). Good murder mystery that is entirely plausible from beginning to end. Excellent cast headed by Aileen Pringle. (Oct. 20)

Dangerous Affair—Columbia (71). Jack Holt and Ralph Graves together again as buddies who have a series of exciting adventures in a haunted house. Excellent comedy mystery drama. (Oct. 6)

East of Borneo—Universal (74). Smash melodrama with all the mystery of the Orient and a jungle background to keep the audience gasping with suspense. (Sept. 8)

Fanny Foley Herself—Radio (72). Edna May Oliver in the title role makes this picture really worthwhile. It is 100 per cent Technicolor. (Oct. 20)

Five Star Final—First National (89). A powerful dramatic story that will get over big with any audience. Excellent cast starring Edward G. Robinson. (Sept. 22)

Girls About Town—Paramount (78). Lilyan Tashman and Kay Francis keep this moving at a fast pace with amusing repartee. (No. 3)

Heartbreak—Fox (80). Romantic drama with the war as a background; good cast headed by Charles Farrell. (Nov. 10)

Honor of the Family—First National (66). Broad and sophisticated screen fare not for general family trade; Bebe Daniels starred does excellently. (Oct. 27)

Leftover Ladies—Tiffany (67). Comedy-drama which makes excellent screen entertainment. Claudia Dell and Walter Byron excellent as the leads. (Nov. 17)

Local Boy Makes Good — First National (68). Joe E. Brown gives a topnotch performance in a new type of role. Excently directed comedy. (Nov. 17)

Mad Genius—Warners (81). John Barrymore in a brilliant character role as a deformed ballet dancer. (Nov. 3)

Man From Death Valley—Monogram (60). Tom Tyler in a pleasing action story with some thrilling gun play. (Oct. 6)

New Adventures of Wallingford—M-G-M (94). Another winner for M-G-M. Cast headed by William Haines brings the famous George Randolph Chester characters out in the finest manner. (Oct. 20)

Night Life in Reno—Artclass (60). Mrs. Charles Farrell (Virginia Valli) in a society drama with the famous divorce city as a background. (Sept. 8)

Pagan Lady — Columbia (77). Picture smacks of "Rain" in its motif of religious repression and Evelyn Brent is somewhat of the Sadie Thompson type. (Sept. 29)

Palmy Days — U. A. (78). Lively and tuneful song and dance production featuring Eddie Cantor; sure fire box office in any spot. (Oct. 13)

Penrod and Sam — First National (71). Booth Tarkington story that never grows old. Just the type of picture for family trade. (Oct. 6)

Personal Maid—Paramount (74). Nancy Carroll in a story that fails to convince; good entertainment nevertheless. (Sept. 22)

Platinum Blonde—Columbia (82). Delightful screen fare with general appeal. Robert Williams steals stellar honors. (Nov. 10)

Riders of the Purple Sage—Fox (58). The popular Zane Grey story brought to the screen again. Will please western fans in the smaller houses. (Oct. 13)

Road to Reno—Paramount (73). Amusing satire on the divorce question starring Lilyan Tashman as the much married and divorced wife. (Nov. 3)

Road to Singapore—Warners (73). Tropical romance with implausible story which depends mainly on William Powell for its chief draw. (Oct. 13)

Secret Service — Radio (70). Splendidly mounted opus of the Civil War days which provides Richard Dix with a suitable role. (Nov. 3)

Shanghaied Love—Columbia (67). Thrilling romance and adventure sea story of clipper ship days with a strong cast headed by Richard Cromwell, Noah Beery and Sally Blane. (Oct. 20)

Side Show—Warner Bros. (69). Story of circus life which should appeal to the pop crowds. Winnie Lightner is most of the show. (Sept. 29)

Sidewalks of New York—M-G-M (73). A Buster Keaton picture that can't miss for laugh purposes; able support by Cliff Edwards, Anita Page and Norman Phillips, Jr. (Sept. 22)

Silence — Paramount (69). Interesting film fare for any audience. Clive Brook does masterful work with his part. (Sept. 15)

Skyline — Fox (68). Popular entertainment that sholud get over anywhere. Thomas Meighan and Hardie Albright as father and son do exceptionally fine work. (Oct. 20)

Smart Woman—Radio (67). Cast keeps this one above average entertainment value; Mary Astor is convincing. (Oct. 27)

Sob Sister—Fox (69). Excellent work of James Dunn and Linda Watkins holds this exaggerated tabloid newspaper drama above average entertainment. (Nov. 3)

Spider—Fox (59). Mystery and murder worked out on a different angle with Edmund Lowe cast as a magician. (Sept. 22)

Spirit of Notre Dame — Universal (80). Excellent football subject, fast moving and crammed with action. J. Farrell McDonald as Knute Rockne does a fine job. (Oct. 13)

Star Witness—Warner Bros. (68). Should prove a sure fire despite the gangster angle. Good cast with Walter Huston and Charles (Chic) Sale. (Sept. 29)

Street Scene—United Artists (80). From the Elmer Rice stage success which won the Pulitzer prize; direction and camera work of the highest calibre. (Sept. 29)

Strictly Dishonorable—Universal (94). A picture that teems with charm and a subtle undercurrent of humor. Lucas, Fox and Stone do excellently. (Nov. 24)

Sundown Trail—RKO Pathe (53). Good clean western for family trade showing Tom Keene in his first effort for RKO-Pathe. (Nov. 3)

Susan Lenox—M-G-M (75). Poor vehicle for Greta Garbo who rises above the story and by her performance makes a highly interesting feature. (Oct. 27)

Touchdown—Paramount (80). A football picture that is sure fire in any box office because it dares to be different. Cast of big names headed by Richard Arlen. (Nov. 24)

Twenty-four Hours — Paramount (66). From Louis Bromfield's popular novel of gruesome happenings that occur during 24 hours. Clive Brook heads the cast. (Oct. 13)

Unholy Garden—United Artists (75). A Ronald Colman picture that can't help but click anywhere. Good action and well directed. (Sept. 22)

Way Back Home—Radio (80). One of the sweetest and wholesome pieces of entertainment for some time, starring "Seth Parker" of radio fame. (Nov. 10)

Wicked—Fox (55). Too much sordid prison sequences and only for the brightening up by Una Merkel the picture would be rather morbid. (Oct. 6)

Yellow Ticket—Fox (83). Excellent melodrama with the Czarist regime in Russia as the background. Landi, Lionel Barrymore and Laurence Olivier are superb. (Nov. 17)

WARNER BROS. *and* FIRST NATIONAL

will release

6

STAR HITS *for* JANUARY PLAY DATES

Here they are:—

DEC. 26th (FN)

MARILYN

MILLER

in

HER MAJESTY LOVE

with Ben Lyon and the 4 *funniest comedians on the screen:* W. C. FIELDS, LEON ERROL, Chester Conklin, Ford Sterling.

Directed by William Dieterle

JAN. 2nd (WB)

MARIAN

MARSH

in **UNDER EIGHTEEN**

First star of the new year in a sure-fire human story. With Warren William, Anita Page, Regis Toomey, Norman Foster.

Directed by Archie (*Bought*) Mayo

JAN. 9th (FN)

LIL

DAGOVER

in

THE WOMAN FROM MONTE CARLO

The Continental Darling reaches American audiences at last. With Walter Huston, Warren William, John Wray, George E. Stone, Robert Warwick.

Directed by Michael Curtiz.

JAN. 16th (WB)

MANHATTAN PARADE

with

SMITH and DALE

of the Avon Comedy 4.

Winnie Lightner, Chas. Butterworth, Bobby Watson, Dickie Moore.

Directed by Lloyd (*Gold Diggers*) Bacon.

1932's big leg and laugh show! All in technicolor!

JAN. 23rd (FN)

DOUGLAS

FAIRBANKS, JR.

in

UNION DEPOT

with **JOAN BLONDELL**

The year's novelty sensation! Guy Kibbee, Lilian Bond and 5000 players.

Directed by Alfred (*Smart Money*) Green.

JAN. 30th (WB)

WILLIAM

POWELL

in **HIGH PRESSURE**

Fast! Modern! Life!...The kind of role that made him famous. With Evelyn Brent, Evalyn Knapp, Guy Kibbee, George Sidney, John Wray, Polly Walters.

Directed by Mervyn (*Five Star Final*) LeRoy.

BACKBONE PRODUCT!

and 6 *more big ones for* FEBRUARY PLAY DATES

FEB. 6th (FN)

EDWARD G.

ROBINSON

in **THE HONORABLE MR. WONG**

Follow-up hit to "Five Star Final". With LORETTA YOUNG, Dudley Digges, Leslie Fenton

Directed by Wm. (*Night Nurse*) Wellman.

FEB. 20th (FN)

RICHARD

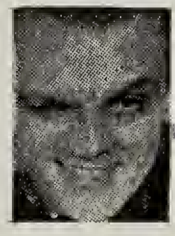
BARTHELMESS

in **ALIAS THE DOCTOR**

Barthelmess' greatest role since "Weary River". With Marian Marsh, Norman Foster, Boris Karloff.

Directed by Michael Curtiz.

FEB. 6th (WB)



JAMES

CAGNEY

in

"TAXI!"

Warner's Red-Headed Wonder crashes through to stardom! With Loretta Young, Geo. E. Stone Guy Kibbee. By Kubec Glasmon and John Bright, the *"Smart Money"* boys.

Directed by Roy Del Ruth.

FEB. 20th (FN)

JOE E.

BROWN

in

FIREMAN, SAVE MY CHILD

A four-alarm comedy riot! With Evalyn Knapp Lilian Bond, Guy Kibbee.

Directed by Lloyd Bacon.

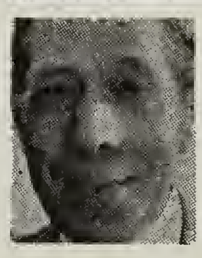
FEB. 13th (WB)

EDNA FERBER'S "OLD MAN MINICK"

One of Edna Ferber's finest masterpieces. With "Chic" Sale Dickie Moore

Directed by Archie (*Bought*) Mayo.

FEB. 27th (WB)



GEORGE

ARLISS

in

THE MAN WHO PLAYED GOD

Another great story as modern and as human as "The Millionaire". With Violet Hemming, Donald Cook, Louise Closser Hale, Hedda Hopper.

Directed by John Adolfi who made *'The Millionaire'*

Book Early And Avoid The Rush At

WARNER BROS. and FIRST NATIONAL

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

DESPITE the wails from the pessimists of filmdom and the thriving crop of rumors regarding the sad outcome of the industry Hollywood's famous Boulevard has again been transformed into Santa Claus Lane and King Optimism reigns supreme. While strolling along this beautifully decorated and brilliantly lighted thoroughfare one cannot help but believe that all will be well. Hollywood in general has plenty to be happy about. With a million dollars worth of contracts sold Universal is happy to know that Tom Mix has won a valiant fight for his life, Metro-Goldwyn-Mayer has signed Marie Dressler to a new long term contract, David Selznick has picked Helen Twelvetrees to play opposite John Barrymore in RKO's "State's Attorney," and a host of other players at the various studios are said to have realized the necessity of a reduction in their contract renewals for the coming year, all of which gives the industry a brighter look and a speedy return to a more profitable basis.

* * *

Edgar Wallace, celebrated British author, has arrived in the celluloid city to fulfill a writing contract with RKO-Radio Pictures.

* * *

In regard to 1931 being a banner year for the independent first positive proof comes in a disclosure by Trem Carr, Monogram Pictures production head, that Monogram exchanges throughout the United States are at this date from seven to 53 per cent oversold on the quota that they were not expected to reach until April 1, 1932. "While a portion of this success might be laid to fear on the part of exhibitors that major companies will not complete their schedules, the greater measure of this sales triumph through the 33 Monogram exchanges can be credited to the great superiority of the Monogram product as evidenced in recent releases," Carr states.

As a result of the extremely favorable recepton accorded the Monogram company, a 1932-33 program of 44 pictures has been launched, and two associate producers added to the Monogram staff. The new producers are I. E. Chadwick and C. C. Burr. Chadwick's first picture, "The Law of the Sea," has a stellar cast, including William Farnum, Sally Blane, Ralph Ince, Rex Bell, Priscilla Dean and Eve Southern.

The new program, an increase of 16 pictures over this year's schedule, tentatively will include 24 Westerns with Tom Tyler, Bill Cody and Andy Shuford, and 20 all-star melodramas. The program was arranged by W. Ray Johnston, Monogram president, during his recent Hollywood visit. There is plenty of activity at the Monogram studios with from one to three units working at all times. In addition to the studio activity one or two companies can always be found shooting exteriors at Monogram's ranch and Western street at Newhall.

* * *

A new indie producing unit makes its bow to Hollywood with the arrival of John Cline, head of John Cline Productions. Cline makes his return to film production after an absence of 10 years, during which he won a reputation on Broadway as a successful legit producer. Cline will release through Hollywood Pictures, making eight society melodramas splitting the Hollywood Pictures schedule of sixteen with Al Herman. "Straight and Narrow," an original by Ed Joseph, will be Cline's first offering, and Dick Thorpe will direct. Cline will produce the entire series at Monogram Studios, 6048 Sunset Boulevard, using Trem Carr equipment.

* * *

"Adventure Lady," a play by Dale Collin, has been purchased by Carl Laemmle for Rose Hobart. Ernest Frank will direct it for Universal.

* * *

James Dunn will play opposite Janet Gaynor in "Have a Heart," Buddy de Sylva's musical romance to be released under the Fox banner. David Butler will direct and production is scheduled to start on Janet's return from Europe shortly after the first of the year.

Kay Francis has been cast opposite George Bancroft in his next Paramount starring vehicle tentatively titled "Through the Window," an original by Martin Flavin and Joe Sherman. The yarn combines mystery with the dramatic story of an aggressive state's attorney.

* * *

Two more newspaper yarns are on the way. "Ambition" coming from Columbia, directed by Russell Mack, and one from First National called "Circulation" based on an original by Courtney Terrett.

* * *

Harold Lloyd's Hollywood story is held up pending changes ing the script. Change calls for a more sophisticated heroine and a search for a new actress to play the part. The changes are being made by Vincent Lawrence, playwright, who has been called in to help dialogue the picture.

* * *

Sidney Franklin, who directed Norma Talmadge in "Smilin' Thru," will direct Norma Shearer in the talking version of the same story. In this picture Miss Shearer departs from her usual smart sophisticated roles to one of sweet sentimentality.

* * *

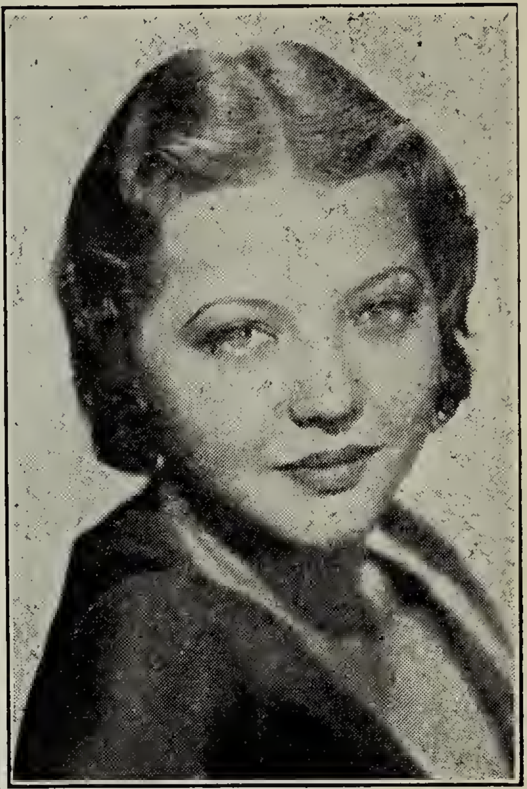
Following a series of hurried conferences, the threatened strike of union theatrical and stage employees in the Warner Brothers-First National studios, has been averted.

Lew Blix, president of the Hollywood local of the International Alliance of Theatrical and Stage Employees, announces that asserted wage cuts of from 25 to 40 per cent have been rescinded pending further negotiations.

* * *

Bebe Daniels' Hollywood friends found out that she is all set for a future as a stage star should she prefer the foots to the kleigs. Bebe opened at the Alcazar in San Francisco with "The Last of Mrs. Chaney" to the biggest crowd in the history of the theatre. She took fourteen curtain calls after her last act.

WE MEET



SYLVIA SIDNEY

Sylvia Sidney, it will be remembered, made her screen debut early this year in "City Streets" next she was placed in "An American Tragedy" and her latest opus is "Ladies of the Big House."

Hollywood sees certain stardom for Miss Sidney and predicts great success as a dramatic actress in parts within her reach. She's just a little girl, 5 feet, three or four inches tall, weighing about one hundred pounds. Her face is small, oval shaped and suggestive of Oriental mystery, and her hair is jet black.

She has been thinking in terms of the stage and acting since she was twelve years old. At that age her parents finally broke down under her force of argument and retained for her a private instructor in the art of drama.

A few months later she appeared in a series of dramatic recitals before the New York Little Theatre group and at fifteen she entered the Theatre Guild School.

After important parts in some fifteen Guild plays she starred in "Bad Girl" and her work in this particular play led to her present contract with Paramount.

Plus her work in Broadway shows, Sylvia Sidney has played long stock engagements in Denver and Rochester, nettng consderable experience for a young girl barely in her twenties.

This is her second start in pictures. She came to Hollywood a year ago, under contract to Fox, and played in one picture, "Thru Different Eyes." She was not satisfied with the finished product.

"The break was to sudden, from the stage to the screen," she explained. "I felt uncomfortable. I couldn't give the director what he wanted. But this time, I feel, I'm off on the right foot."

Her work in "Street Scene," a picture we almost forgot to mention, leads us to believe that Sylvia Sidney quite correctly alludes to the right foot.

"Moron" Audiences Gone

One-Time Producer Tells Lasky

New York — The industry will regain its forward stride as soon as the motion picture producers realize the days of the "Moron" audiences are over, Whitman Bennett, at one time prominently identified with the industry, believes.

In an open letter to Jesse L. Lasky, with whom he was connected in the early days of Famous Players, Bennett, who has in late years made a fortune in the book publishing business, gives his views on what will aid the motion pictures. His letter follows:

Since then I have been observing and reflecting, from what I conceive to be a just perspective —a perspective which came to me not through choice but by expulsion. No other film executive with anything approaching the same experience has ever had a similar opportunity to digest the lessons of both prosperity and adversity — the same privilege of speaking utterly without fear or favor. I believe, in this crisis, I am qualified to advise.

You have already taken a step in the right direction by re-establishing the unit system. You would be going much further along the road to successful re-adjustment if you cut the Paramount producing in halves and picked the other half from at least semi-independent complete organizations. Units are only a studio name so long as there is one overlord on the lot, confirmed by contact and prodigious salary in the habit of tyrannical control — so long as this autocrat is and must be largely responsible for the selection of unit managers. Units can be effective only when the autocrat (for of course there must be organization) is only a business-head; when the unit managers are men of capacity and artistically in supreme charge under no other authority than your own. But the best unit system, under the most enlightened control, is a bad substitute for properly financed independent producing of pictures in small yearly groups. You know this as well as I do. You know that no four or five men can, without relief, over a period of years, supply artistic knowledge, judgment and inspiration for the entire Paramount program.

But the real trouble is deeper than production-system and applies no more to Paramount than to the industry at large—with one possible, conspicuous exception. The real trouble with the film industry is its bitter determination to underestimate public intelligence. Picture producers have regarded the public as morons for so long that the public is returning the compliment with interest and seeking other less puerile amusements. The reading of good literature is increasing at least as rapidly as picture-going decreases.

Better music draws continually larger and more appreciative audiences. The average man and woman have wearied of public obscenity and the few outstanding dramatic stage successes are meritorious. Art exhibits and galleries are crowded as never before. The number of college students increases enormously each autumn. Printed works of history, biography, economics and philosophy attain extraordinary circulation. Newspaper editorials are widely read, scientific magazines flourish, propagandist literature is amazingly well composed. Much more than half of our total population has become serious-minded and artistically discriminating. The truly "dumb" people are those who persist in underestimating the public —and those society or financial morons who imposed on public credulity until the remorseless exposure of the recent collapse.

The ppopuation of these United States may be divided into five classes:

1. The real intellectuals, rich or poor, who patronize my present business and frankly abhor or ridicule talking pictures.

2. The average middle-class man and woman — much better educated (whether by outside instruction or self-culture) than formerly—appreciative of decoration, music, literature. These people have become disgusted with talking pictures and go to see only occasional subjects.

3. Millions of mechanics, stenographers, factory hands, office workers — conservatives and extremists alike — craving to "better themselves"; reading serious books; patronizing worthy plays, when money permits; going to concerts and art galleries. An audience of such patrons is head and shoulders above the audience of the most lavish "girl show" on earth. These people are, almost of necessity, still picture patrons —but under protest.

4. The poor moron. This is the diminishing minority to which the picture producer especially caters and which is fairly well satisfied.

5. The rich moron — who cannot leave his gambling house or night - club or girl - show long enough to waste time at the movies."

The producer over-values even the money-value of Class 4, the only one of the three picture-going classes which is steadily losing numbers. To depend on that class, admission prices must be tremendously reduced.

You, Jesse Lasky, are entirely capable of grasping this simple truth. You would have grasped it long ago if you were not so close to the details that you cannot see the effect. If you shared my perspective you would have seen the truth first. Why should a man with brains persistently shut his eyes and close his ears to everything except the clanking of his chains? Have the hideous sums of unearned money paid out not annually but weekly raised a barriers so high as to exclude the faintest ray of common sense?

You cannot sense the truth, but no man is better fitted than yourself to pick a staff of adequate calibre and engineer that gradual, shrewd artistic and commercial transition toward better things demanded by the obvious intellectual evolution of the American public. If it is indeed true that there must be special entertainment for the morons, yield that perequisite to radio.

The day of the cinema moron audience is over—and was over long ago. The world clamors for good, vital, educated mental standards—for a self-respecting level of artistic and intellectual judgment.

The man who bars the way to this world-movement of the masses reaching upwards is going down to defeat.

BIG INTEREST

In "Movie Gossip" Thru A. P. Advertising

The reception accorded the initial issue of "Movie Gossip," the fan magazine recently launched as a special advertising medium for theatres, has been most gratifyng, according to its sponsors, the Galmond Publishing Co., 32-34 West 20th street, New York.

In a letter to Ben Shlyen, president and publisher of Associated Publications, J. Henry Gallagher, business manager of Galmond, states that the idea embodied in "Movie Gossip" seems to have appealed to live-wire showmen all over the country, with the result that the publication run of the second number will be approximately ten times that of the first issue. Mr. Gallagher also states, "The results from the two-page advertisement which appeared in a recent issue of Associated Publications were far beyond my most optimistic expectations, and definite evidence of the wide coverage of this group of trade publications."

The Galmond company is adhering to its policy of only one franchise in each town or community, priority being the deciding factor where two or more theatres in one section make application for the service, and this applies especially in protecting houses in localities included in chains which have blanket contracts for the magazine. These towns are specifically excepted, the service remaining exclusive where the individual appplication antedates that of the chain.

New National Vice-Pres.

J. I. Roberts, formerly sales manager at the National Theatre Supply Company general office in New York, has succeeded George De Kruif, recently resigned, as vice - president.

HOLIDAY TRAILERS

DE LUXE
MERRY CHRISTMAS
GREETING

An elaborate subject of matchless beauty.
Artistically prepared with a perfect background of inspiring music and choral singing.

Length, 208 Feet

▼

DE LUXE
HAPPY NEW YEAR'S
GREETING

An exceptional message of joy and happiness, embodying in theme and musical treatment the atmosphere of this gala holiday.

Length, 140 Feet

▼

FOR THE PAIR—$12.50
Rental price Singly, $7.00 each

FOR THEATRES THAT
WANT SHORTER
TRAILERS

A junior Christmas and junior New Year's Special. Distinctive, Novel, Appropriate

Length, 75 Feet

Both For $7.00 For Both
Rental price singly, $4.00

NATIONAL
SCREEN
SERVICE
130 W. 46th St., New York
Chicago—1307 S. Wabash Ave.
Dallas—300½ So. Harwood St.
Los Angeles—1922 S. Vermont

KINE-QUIPMENT

NEW DEVELOPMENTS
in
THEATRE EQUIPMENT

Sound Reproduction Improvement Advice

The mere fact that music sounds pleasing to the ear is no proof that the sound reproducing equipment is faithfully reproducing every frequency. The human voice is much more difficult to reproduce properly than music. The human voice affords a much harder test of a loud speaker than does music—probably because the human ear is trained to know when the voice sounds natural. If the reproduction of the human voice is resonant without being hollow or throaty and the sibilants come through clearly, without distortion, the reproduction is said to be excellent. We should not be satisfied with mere traces of the "S" and "TH" sounds. They should be heard almost as clearly as in normal speech. After hearing the human voice, listen to a musical selection containing drums and make sure that the drums retain their full resonant boom.

It is advisable to retain the volume in the auditorium at a normal level. Do not permit speech or music to be reproduced with excessive volume. Musical accompaniments with feature presentations or other subjects should be reproduced at a very low level. When the newsreel is being presented, see that more volume is used for the voice of a close-up speaker than for a person some distance in the background. It is very important to bring up the volume where it is appropriate for special effects—such as the shouting of a crowd, the whistle of a locomotive, a brass band passing nearby, etc.

Replacement Parts

Upon receiving any replacement parts it is imperative that you immediately check same for defectiveness and return such part or piece of equipment which shows any perceptible defects. Sound equipment and replacement parts must be absolutely perfect to insure a good performance and besides we are paying for good equipment and you are responsible if you are operating sound equipment with defective vacuum tubes and other working parts.

High-voltage filter condensers are capable of holding a charge for a considerable length of time. It is possible, while checking over the amplifier and component parts, that you will receive a severe shock from one of the condensers. A simple method of avoiding such shocks is to make it a practice always to discharge such condensers before handling them. To eliminate the possibility of shocks, take a screw-driver, or any other metal conductor, and short both terminals, which will discharge the condenser.

Excessive Friction

If the observer's equipment does not function, and if not loud enough to enable the observer and projectionist to hear each other, or if the buzzer is weak or inoperative, make sure that the batteries are in good condition.

If the reading on the synchronous motor control box meter does not stay within specified limits, check the projector mechanism immediately and also the working parts of the driving attachment. Excessive friction at some point in the mechanism will cause the meter reading to read high on AC, or too low on DC. See that the projector working parts are lubricated at regular intervals.

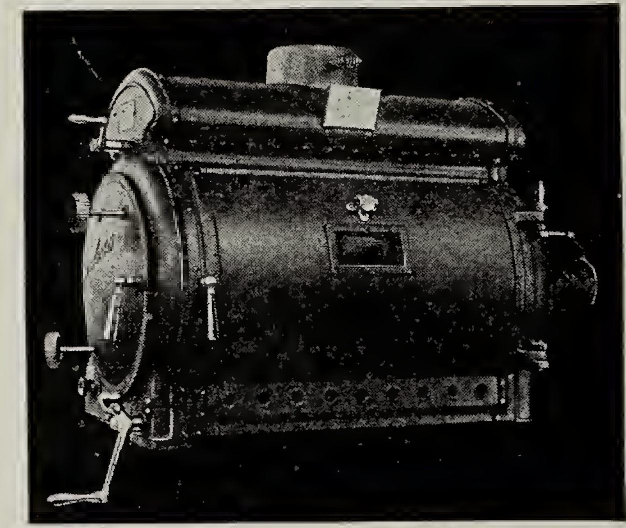
Natural Tone Quality

The photo-electric cell amplifier cradle should always swing freely. The rubber base has a tendency to

(Continued on page 15)

CONSIDER
REPUTATION

WHEN you purchase a piece of equipment so vitally important to the success of your theatre as the projection lamp, consider its popularity with other users. Peerless Reflector Arc Lamps have a reputation for satisfactory performance that you cannot afford to disregard, when you contemplate making a change for better projection. Why gamble with uncertainty?



Peerless LAMPS

Low Amperage or High Intensity, cover the entire range of requirements or conditions to be found in any theatre. Don't be misled by "sales talk". Insist on proof, and consider REPUTATION. Demonstrations gladly arranged.

IT PAYS
TO TRADE
REGULARLY
AT
NATIONAL

NATIONAL THEATRE SUPPLY COMPANY

56 Glenwood Ave., Minneapolis, Minn.
719 Wells Street, Milwaukee, Wis.

1510 Davenport St., Omaha, Nebr.
1123 High St., Des Moines, Iowa

Tri-Ergon Pushes Plans for Suits

The American Tri-Ergon Co., headed by William Fox, is preparing to sue all sound film producers for alleged infringement on its photo-electric cell following order of the court to grant patent. Actions will be filed throughout the country as soon as the Patent Office issues the patent. This governmental branch has no appeal from the Washington District Court decision.

Attorneys for William Fox last week described the decision as "sweeping." Electrical Research Products and RCA Photophone declined to comment on the matter.

VERTICAL CUT

SMPE Views Recording Demonstration

An advance in sound recording and reproducing was demonstrated recently to members of the Society of Motion Picture Engineers and the Institute of Radio Engineers, in the Engineering Societies' auditorium, New York, by Halsey A. Frederick, transmission instruments director of Bell Telephone Laboratories. Using disc records cut by the vertical method, a new high power amplifier and latest types of loud speakers, Frederick demonstrated reproduction of organ, orchestral and vocal music, which his audience could scarcely distinguish from the original in either quality or volume.

Speaking also before the meeting, Leopold Stokowiski, director of the Philadelphia orchestra, explained the problems connected with recording music from the standpoint of the musician.

The vertical method of recording on wax discs differs from the so-called lateral method which is standard practice in the phonograph and sound picture industries in that the groove instead of wavering back and fourth along an otherwise spiral path is a true spiral whose depth varies in a pattern of the sound waves which have been recorded.

U. S. BUYS STRONG

Install Projector Lamps in Army-Navy Posts

In line with the "better projection" tendency of the motion picture theatres, such non-theatrical enterprises as the Panama Canal Zone government, the U. S. Army post, at Fort Benning, Ga., West Point, the U. S. Naval Academy, Annapolis and the Canadian Pacific Steamship Lines, are all installing Strong projector lamps.

Sound Advice

(Continued from page 14)

swell, pushing the amplifier upwards and causing the amplifier to touch the housing; if such is the case, the rubber should be replaced to avoid mechanical noise in the pick-up. Inspect the cradle spring supports and see that they are of proper length.

It is imperative that the Movietone light gate be cleaned before threading the projector for Movietone presentation. All the projector bases should be permanently grounded. Do not allow any outside source of light to come in contact with the photo-electric cell compartment during the time the film attachment is in operation, other than that source of light supply which comes from the reproducing lamp. Avoid placing microphonic tubes in the first socket of the photo-electric cell amplifier.

A hum will be perceptible if the sprocket perforations project over in the sound aperture. Keep the sprockets and idlers clean at all times. Before starting the projector, observe the meter readings and set at normal operating values. The projectionist is entirely responsible for the operation of the sound equipment.

To win and hold theatre patronage, it is necessary to present the sound motion picture in a realistic manner with good definition and natural tone quality. The unnaturalness in voice, the shrillness in notes and the unpleasantness and echoes of sounds will cause loss of steady clientele. Your audience will be grateful for any improvement you can make, which will lead to the perfection of performance. Your specific problems must be remedied. Experience and science have gone far to take the gamble out of the perfect sound picture presentation.

Projection Problems

Common projection problems are unsteady pictures, poor definition, distortion and poor screen illumination. An unsteady picture is caused by a bent intermittent shaft or sprocket—or worn intermittent parts, insufficient tension on tension shoes which hold film against projector mechanism aperture, wax or dirt on intermittent sprocket, film shrinkage and film perforations not being standard. Poor definition is caused by a dirty objective lens, using a poor grade lens which provides spherical aberration, incorrect lens system, loose tension against tension shoes, which permits film to buckle—thus causing an in and out of focus effect and warped film.

Poor screen illumination may be caused by dirty condenser lenses if the high intensity or standard arc is used—a dirty mirror if the mirror arc lamp is used—negligence on part of the projectionist to maintain a proper arc—incorrect relative distance between the aperture and the light source—incorrect condenser lens system, or insufficient current for the type of projector arc which is being used.—R. H. McCullough in Fox's "The Last Word."

NEW SOUND SHIP

"Monarch of Bermuda" Installs ERPI

C. W. Bunn, general sales manager of Electrical Research Products, announces the installation of a Western Electric sound system on the Furness liner "Monarch of Bermuda" which is now making its maiden voyage.

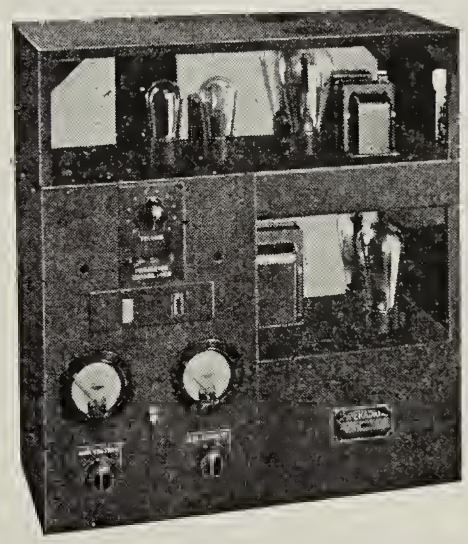
RESEARCH COST HIT

Pomeroy Seeks Abolition of Duplications

Abolition of duplication of film research is proposed by Roy J. Pomeroy, whose recently-formed Pomeroy Company is doing special photographic and sound work. Pomeroy believes his plan would solve the collective technical problems of the industry and mainly avoid wasteful duplication of effort along the same principles as the National Research Council formed by leading American industries.

Pomeroy's company, formed to handle photographic, recording and projection problems for national and independent companies, has spent $75,000 in precision machine equipment, special chemical laboratory and an optical department.

Select Proven Equipment* for Sound-On-Film



Consider These Points:

1. Reproduces both Sound-on-Disc and Sound-on-Film with excellent tone.
2. One unit replaces everything between sound head and stage speakers.
3. A. C. operated and entirely self-contained. Furnishes power for photoelectric cell and exciter lamp.
4. Equipped with volume control, line voltage control, and exciter lamp current control.
5. Two indicating meters allow exact setting of line voltage and exciter lamp current.
6. Sold and installed by leading supply houses everywhere.

New York Office: 116 W. 65th St.
Los Angeles Office:
704 Bendix Bldg.

OPERADIO

Operadio was the first to provide for small theatres an all A. C. operated, completely self-contained Sound-on-Film Amplifier.

Now hundreds of theatres are receiving remarkable performance from the Operadio Model 408 D. T. Sound-on-Film Amplifier.

When you select Sound-on-Film equipment, look for the Operadio name plate on the amplifier — it is your guarantee of proven dependability.

**Proven equipment—that which has been produced in large quantities and has been in actual theatre operation long enough to establish its dependability.*

Mail This Coupon Today!

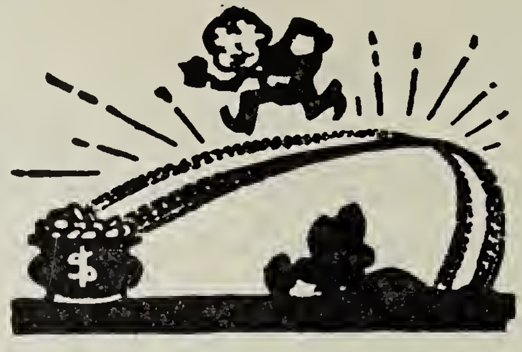
Operadio Manufacturing Co.,
213 13th Street, St. Charles, Ill.

Please send me complete information about the Operadio Model 408 D. T. Amplifier.

Name..
Address..
City..............................State...............

SELLING SEATS

PRACTICAL IDEAS . . .



WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Exploitation "Missing Link" to Increased Receipts

JOHN R. FREULER, president of Big 4, who has just returned to New York from a trip to the Middle West, comes back to town with the vehement conviction that the smaller houses can, and often are, pulling themselves out of the red by the bootstraps of exploitation.

"Exploitation is the 'missing link' to increased receipts, and those exhibitors who are waking up and putting merchandizing ideas into effect are finding their business improving. 'Depression nothing,' as one exhibitor expressed himself, 'poor showmanship always finds alibis, and present conditions offer such opportunity to the poor exhibitionist.'

"On the other hand," says Freuler, "exhibitors are realizing that showing a picture cold is fatal. There is too much competition, even in the out-of-the-way places today, with quick transportation facilities, just to put a show on. The public is buying-wise. They are willing to pay—but you've got to show 'em it's worth it. Therefore, in this age of specialization, with each production independently produced, it's the canny exhibitor who puts showmanship and a new slant behind every picture, and who doesn't ever trust to haphazard luck."

Nifty Tie-Up

A different idea in film merchandising was incorporated by the Uptown, first run house, in Kansas City, Mo., in its newspaper advertising last week. A space four inches square was headed: "1932 Chevrolets for $4.98 Couldn't Create the Sensation in Kansas City That This Joy-Jammed Production Will." The top line was asterisked, with a corresponding line at the bottom reading: "Unusual, Isn't It? But So Is a Picture Like This." The ad was timely as the new Chevvies had just been announced. The picture was "Sidewalks of New York" with Buster Keaton.

Gives Away $2,500 And Makes It Pay

ONE of the biggest exploitation stunts devised in the Metropolitan district is that which has been put through at the Oritani Theatre, in Hackensack, N. J. It was heralded as "A Progressive Merchants' Live and Buy in Hackensack" campaign and was planned by David Schaeffer, promotion man for the Warner chain in the New Jersey zone.

The stunt is one that entailed a great amount of preliminary work and could only be carried through the co-operation of many merchants. For the purposes of his campaign Shaeffer secured $2,500 worth of merchandise, all of which was given away at the Oritani to the patrons of the house. There was a distribution at each evening's showing and on each Saturday afternoon during a period of two weeks. Among the things given to the lucky ones was a Shetland pony and a set of harness; a washing machine, a $150 fur coat and an ironing machine. There was also a large assortment of furniture. Most of the things given away were articles that will appeal to people with homes of their own. The campaign was announced by co-operative ads in which all the merchants taking part in the stunt figure prominently.

Race Tie-ups Draw in Allentown

AN unusually smart exploitation tie-up is credited to T. C. Charack, manager of Warner Bros. Theatre in Allentown, the Earle. The picture was Joe E. Brown in "Local Boy Makes Good" and the stunt was nothing less than tieing up with the senior and junior championships cross-country runs held in Allentown on Thanksgiving Day. Charack in bringing about this affair secured the aid of the Morning Call and then with the Lehigh Valley A. A. U., the governing amateur athletic body in the territory, sponsored the two championship races. Over 100 athletes took part in the runs, which began and ended in front of the Earle Theatre. Several runners who are eligible to take part in the coming Olympics participated in the senior championship race. A Manhattan College man of New York turned out to be the winner of the senior race, breaking the course record in doing so.

Charack promoted all the prizes from local jewelers and the races attracted crowds along the course. The course was patrolled with cars bearing signs announcing the picture, "Local Boy Makes Good," and loud speakers at various points announced the progress of the runners. The tie-up was a natural for "Local Boy Makes Good."

Vet Interviews For "Big Parade"

WHEN it was learned that a local member of the Veterans of Foreign Wars had a colorful war record, Managers Ralph Allan and Les Patterson of the Fox Mission Theatre, San Jose, California, arranged for an interview with him in the Mercury Herald. This was in connection with the showing of "The Big Parade" with sound at that theatre.

At noon of the opening day, the band from the San Jose high school paraded along the main street, halted in front of the theatre, and gave a musical demonstration. The band had a motorcycle police escort.

On opening night, red flares illuminated the entire front of the theatre as a gesture towards the National Guardsmen, who were favored with guest privileges.

Harold Rhea, organist at the California Theatre, played a medley of his reminiscent of the war. Atmospheric slides were employed.

A "Big Parade" memory contest was publicized by the Evening News. All winners were presented with pairs of tickets for the picture.

Copy Emphasizes "Happiness" Angle

THE "happiness" angle is emphasized in advertising of Publix-Dubinsky theatres in Kansas City. In these times of gloom that's good psychology. The angle is brought out in the theatres' slogan, run at the bottom of all newspaper ads, which reads: "For Happiness — A Publix - Dubinsky Theatre."

"Scrappy" to Appear in Book Form

AN extensive sales promotion campaign with an entirely new angle is being presented by Columbia in connection with "Scrappy," the animated cartoon featuring a human character and produced by Charles B. Mintz.

Soon there will be on sale at 5-and-10-cent stores and elsewhere throughout the country several series of booklets featuring "Scrappy."

With this accessory being distributed independently of the theatre, the sponsors claim the exhibitor is receiving a potential audience-building asset upon which he may immediately capitalize.

There will be over 100 different stories available shortly and the series will continue indefinitely.

BIG CHRISTMAS ISSUE
Out December 22
MAIL AD COPY NOW!

The ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
L. C. REED, *Manager*

LOS ANGELES
WILSHIRE at RAMPART

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Corsair

United Artists—73 Minutes

Cast: Chester Morris, Alison Lloyd (Thelma Todd), William Austin, Frank McHugh, Emmett Corrigan, Fred Kohler, Frank Rice, Ned Sparks, Mayo Methot. Directed by Roland West.

After all that has been said about too many gangster pictures, United Artists comes forward with another gat opera which is just too much for decent people to enjoy. The picture is full of marine hi-jacking, bootlegging and all sorts of shady dealings. The characters are unsympathetic and the moral is bad that money can be made easy illegally. Chester Morris is the college grid hero who turns hi-jacker to prove to the girl and her Wall Street father that he can make money regardless of ethics. Fred Kohler plays a typical role as a hard-boiled bootlegger leader whom Morris put out of the way. Until this point the picture lacks any real action. Some of the happenings seem implausible and rather trite. William Austin repeats his foppish Englishman role and Frank McHugh as usual is a half-stewed playboy.

SELLING SEATS: To sell this avoid all references to the gangster element. Herald Morris and Alison Lloyd all you can. Morris will need plenty of publicity after a somewhat lengthy absence from the screen. Stress the thrills.

Cuban Love Song

M-G-M—86 Minutes

Cast: Lawrence Tibbett, Lupe Velez, Ernest Torrence, Jimmy Durante, Karen Morley, Louise Fazenda, Hale Hamilton, Mathilda Comont, Phillip Cooper. Directed by W. S. Van Dyke.

The story has to do with the scion of a wealthy family, etc. Scion joins the marines, goes to Cuba where he falls in love with, of all things, a peanut vendor. They live happily, he and this native gal, until the war. Our hero is wounded. His fiance from back home—yes, there's one in this story, Oscar—arrives as a nurse, saves his life at the risk of hers, etc. They marry. Years pass. Scion yearns for his little peanut peddler. Wifie and he visit a cabaret, enter the song "Peanut Vendor." Cuba calls. Our hero dashes off a note to his wife, begging forgiveness. He then dashes into the night, goes to Cuba. The goober seller is dead. A youngster—thought we were never coming to that, didn't you—is found, both his'n and her'n. Back home to wifie he trudges, back to the little lady who has been sustained through several years of his didos by a sterling sense of humor. All is forgiven. Comes the clinch. Rather inane. But Lawrence Tibbett does have nice tonsils. The entire action seems forced. In trying to get "Schnozzle" Durante's nose into the picture it looks like the Metro people got too much "Schnozzle."

SELLING SEATS: Exploit Tibbett's past triumphs. Play up Velez, Torrence and "Schnozzle" Durante. Capitalize on theme song with music store and radio tie-ups: Get support from marines.

A House Divided

Universal—72 Minutes

Cast: Walter Huston, Kent Douglass, Helen Chandler, Vivian Oakland, Frank Hagney. Directed by William Wyler.

An unusual story of father and son battling for love of the same girl on the bleak Northwest coast is brilliantly portrayed in this powerful dramatic story. The preview audience was held tensely interested. Walter Huston is seen in another virile characterization, this time as a brutal, tyrannical fisherman. After his wife's death he finds he needs another woman to look after the house and his son (Douglass) answers one of the advertisements in a matrimonial magazine for him. This brings Helen Chandler all the way from Montana to the grim, weather-battered coast. The girl, being young and pretty, it is only natural that she and the boy fall in love with each other. The father marries her and on the night of the wedding the father and son engage in a fistic combat which leaves the father crippled and paralyzed. During a howling storm the girl flees and father and son battle with the raging sea to bring her back. But as fate must have it the old man is drowned, leaving the two youths free for their life's happiness. The climax is the most thrilling part of the picture and shows deftness in photography and direction.

SELLING SEATS: Play up the three stars. Go after the unusual angle of father and son in love with the same girl. Profit by the many angles that can be worked out on matrimonial by mail.

Good Sport

Fox—66 Minutes

Linda Watkins, John Boles, Allan Dinehart, Greta Nissen, Hedda Hopper, Minna Gombell, Claire Maynard, Louise Beavers, Sally Blane, Betty Francisco, Ethel Kenyon, Inez Norton, Joan Carr, Betty Allen: Directed by Kenneth MacKenna.

We can still hear the uproar of laughter of the preview audience. It is the type of picture that should appeal to the sophisticates. In this modern age of magazines burlesquing everything and even magazines burlesquing the burlesque magazines it seems that a picture of this sort should click. Although there isn't much to the plot the dialogue is plenty spicy. And some of it so spicy that the censors might use their scissors. It isn't the kind of picture we would recommend for children to see, but we can say it is good entertainment for those who like this type of screen fare. It is about a hubby who goes philandering off to Europe with another woman. Wifey takes over the apartment of the other woman and learns quite a bit about her husband. Along comes John Boles with his bankroll, proposing marriage to her when he finds her different from the other women he knows. When hubby returns from his supposed business trip with all his money gone, his wife sticks by him with the hope that she can hold him like the other woman. When she learns she cannot she divorces him and is free to marry Boles. The entire cast is satisfactory. Boles is in a new role and doesn't sing. Louise Beavers as the colored maid, in our opinion, steals the picture with her clever lines. And what more could one wish for in one picture than seven blondes?

SELLING SEATS: Feature the seven blondes in one picture. John Boles needs only mention to draw fans. Many angles can be worked out with the title to good advantage.

FOR THE BOOK!

PICTURES REVIEWED BY ASSOCIATED PUBLICATIONS FOR 1931, WITH DATE OF REVIEW, WILL APPEAR DECEMBER 29.

WATCH FOR IT!

SHORT SUBJECTS

Red Men Tell No Tales

Columbia—8 Minutes

Eddie Buzzell in another of his popular burlesque radio bedtime stories. This one doesn't rate with the excellency of some of his others and is poorly made. Here's a sample of the wit: Indian chief orders his tribesmen to take bow and arrow and each seizes starched collars with a bow tie in them. Much of the punning is of that type and only fairly funny.

In Your Sombrero

Vitaphone—7 Minutes

This one is a rather amusing short of an American reporter who is jailed by Central American rebels. He is released by his girl friend who hitches a truck containing explosives in cans of vegetables to the cell door. As they escape together in the truck they are pursued by rebels, but have a great time throwing the exploding vegetables at them.

Helpmates

M-G-M—20 Minutes

Stan Laurel and Oliver Hardy are a scream in this slapstick comedy which is a laugh from start to finish. Hardy invites Laurel over to his house to help him straighten out the place which had been left in a terrible condition following a wild party while the wife is away. Both have to work fast as Hardy's wife has wired that she will be home immediately. Before they are through the house looks worse than before.

Half Holiday

Educational—21 Minutes

Andy Clyde in another of his characteristic roles of a hen-pecked husband. He is persuaded by one of his co-workers to take Saturday afternoon off for a gay time. Of course, all sorts of things happen so the affair doesn't pan out so well because of Andy's dominating wife.

Hollywood Pattern Necessary--Freuler

New York—"The hue and cry being raised from the four corners of movieland herald a crisis which has been forewarned and foreshadowed for more than a year," says John R. Freuler, Big 4 president. "Production overhead has been a persistent bugaboo which has become more real with each succeeding production and the sooner Hollywood effects a new pattern, cut to the far-from-imaginary budget, the sooner picture-making and picture-distributing will become a paying business.

"Since sound the cost of picture-making has been excessively increased, while the volume of product has been considerably curtailed. At the inception of sound its novelty increased attendance, and when the 'craze' wore off, at the same time as money conditions tightened, the public found they could easily do without seeing poor pictures at high prices. The producers, in turn, have been faced with the practical impossibility of raising film rentals in ratio to costs, with admission prices commonly in the descendency.

"No picture that is conscientiously produced from a selection of well-weighed material, from carefully balanced casts, from overhead that begins when production begins, and ceases when the camera ceases, that carries not too many thousands of feet of unusable negative and no high-salaried stars' contracts, should fail to make money for its sponsors.

"Studios used interchangeably between major companies, just as interchangeable casts are used, would do much to offset ponderance deficits, and the further cooperation of majors with independents will offer real savings to the larger companies and put the smaller ones on a freely competitive basis.

"There is little need for a dozen mammoth sound stages in Hollywood with never more than a half dozen in use.

Monopoly Charged

(Continued from page 7)

insist that theatres under their control be granted first run of all their preferred films, with result that plaintiffs, the independent exhibitors, are not permitted to show these films until long after films are shown at affiliated theatres.

Defendants named in Horwitz' action, in addition to the two referred to, are Columbia, Educational, First National, Fox, Loew's Ohio Theatres, Inc., M-G-M, Paramount, Pathe, RKO Distributing Corporation, RKO Pathe Distributing Corp., Sono Art-Selected Pictures, Tiffany, United Artists, Universal, Vitagraph, Vitaphone Distributing Corp. In addition, principal terms of contract attacked are block booking, blind booking, price allocation, admission prices. Uniform contract, the suit charges, provides that producers may regulate admission prices, though this is claimed illegal. Producer may also control use of the exhibitor's advertising accessories.

Among other provisions of the uniform contract attacked in suit are those which compel the exhibitor to pay in advance, enabling producer to withdraw from contracted list a film which becomes popular and resell it at enhanced price, which forces the exhibitor to pay film transportation charges, which permits producers to control dates of exhibition regardless of wishes, facilities or capacity of exhibitor.

In view of condition imposed by uniform contract, independent exhibitors contend they are at a disadvantage in the industry and are unable to compete with exhibitors favored, owned or operated by members of the combine. As a result, the public is at the mercy of producers, for without competition no incentive exists for producing better pictures and also there is no means of keeping admission prices down to scale which should be normal if independents were permitted fair competition.

Rate Reduction

(Continued from page 7)

The reduction in these points is in the form of an experiment, according to Railway Express Agency officials. If successful, it likely will be put into effect throughout the country. The rates have been made to meet motor truck competition.

Quota Oversold

New York — Much talk has been heard about 1931 proving a bonanza year for the independent motion picture industry, but first positive proof comes in a disclosure by W. Ray Johnston, Monogram head, that the 33 Monogram Exchanges throughout the United States are from seven to fifty-three per cent oversold on the quotas which they were not expected to reach until April 1, 1932.

LITTLE TIPS
TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

THEATRES WANTED

CAN SELL your theatre quickly. Send particulars. Albert Goldman, 5 South Wabash Ave., Chicago, Ill. 12-15

POSITIONS WANTED

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

THEATRICAL PRINTING

5,000 3 x 8 Theatre Dodgers, $2.75; 100 11 x 14 tack cards, $1.50. King Shopress, Warren, Ill. 12-15

THEATRES FOR SALE

THEATRE BUILDING with balcony for rent in Abilene, Tex., after January 1. Good location, reasonable rent. Communicate with Levy Bros., Sweetwater, Tex. 12-15

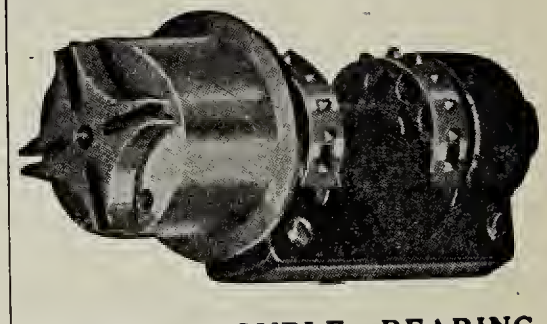
MISCELLANEOUS

NEW YEAR'S "WHOOPEE" SUPPLIES — Wholesale prices. Confetti, $1.75 per hundred regular 5c bags; serpentines, $2.95 thou and rolls; noisemakers, $3.75 to $4.75 hundred. Hats, balloons, etc. 25% with order, balance C.O.D. Ludtke's, 509 Myrtle, Davenport, Iowa. 12-15

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

ONE 16 mm. DeVRY motion picture camera and projector—also one standard 35 mm. DeVry projector; excellent condition; bargain. Henry Salkin, 833 E. 49th St., Chicago. x12-15



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT

GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) **10c a word; 4 insertions at price of 3**

Kindly insert the following ad ________ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

____

____

____

____

____

____

(Don't forget to count words in name and address that is to appear in the ad)

BUILD Good Will and BETTER BUSINESS

HERE'S HOW

You are Offered

A fan magazine which will be asked for, and READ, by every lover of motion pictures.

Contains sixteen pages of intimate Hollywood news and gossip, beautifully illustrated.

Printed on fine paper stock with engravings reproduced from attractive art layouts.

Carries no advertising except your own, for which the back page is reserved.

A sure-fire box office stimulator which is **available to you at a price which enables you to give it away.**

Will be eagerly watched for each month.

YOUR EXCLUSIVE HOUSE ORGAN

Increase Patronage

Distribute This Snappy Fan Magazine in Your Town

WRITE FOR DETAILS USING THIS COUPON→

MOVIE GOSSIP,
32-34 West 20th St.,
New York, N. Y.

Without obligation please send me copy of the current issue of MOVIE GOSSIP.

Name____________________________________

Street address______________________________

City______________________ State____________

Theatre___________________________________

"Reeling" "Crashing" "Breath-Taking" "BOX-OFFICE CHEER"

Read the Critics Raves about

X marks the spot

with

LEW CODY

Sally Blane—Wallace Ford
Fred Kohler — Mary Nolan

Directed by ERLE C. KENTON
Produced by SAM BISCHOFF

TIFFANY
PRODUCTIONS, INC
Distributed by Sono Art-World Wide

"'X MARKS THE SPOT' SWIFT AND DEVASTATING DRAMA

"The play has a reeling, crashing, headlong plunge that expresses its scene and story with power and truth . . . a swift revealing picture of tabloid newspaper making . . . photography excellent."

—*Hollywood Herald*

•

N.Y. WORLD-TELEGRAM —" . . . **Plenty of entertainment. . . Climax packs a powerful punch.**"

•

N.Y. EVENING JOURNAL —"**It's good melodrama by virtue of an interesting idea well developed.**"

•

N.Y. TIMES—"**Much of it is vivid and all of it is interesting. . . It rises to a breath-taking climax.**"

•

N.Y. DAILY NEWS —"**There is a decidedly different story angle, and a lot of fast snappy dialogue.**"

•

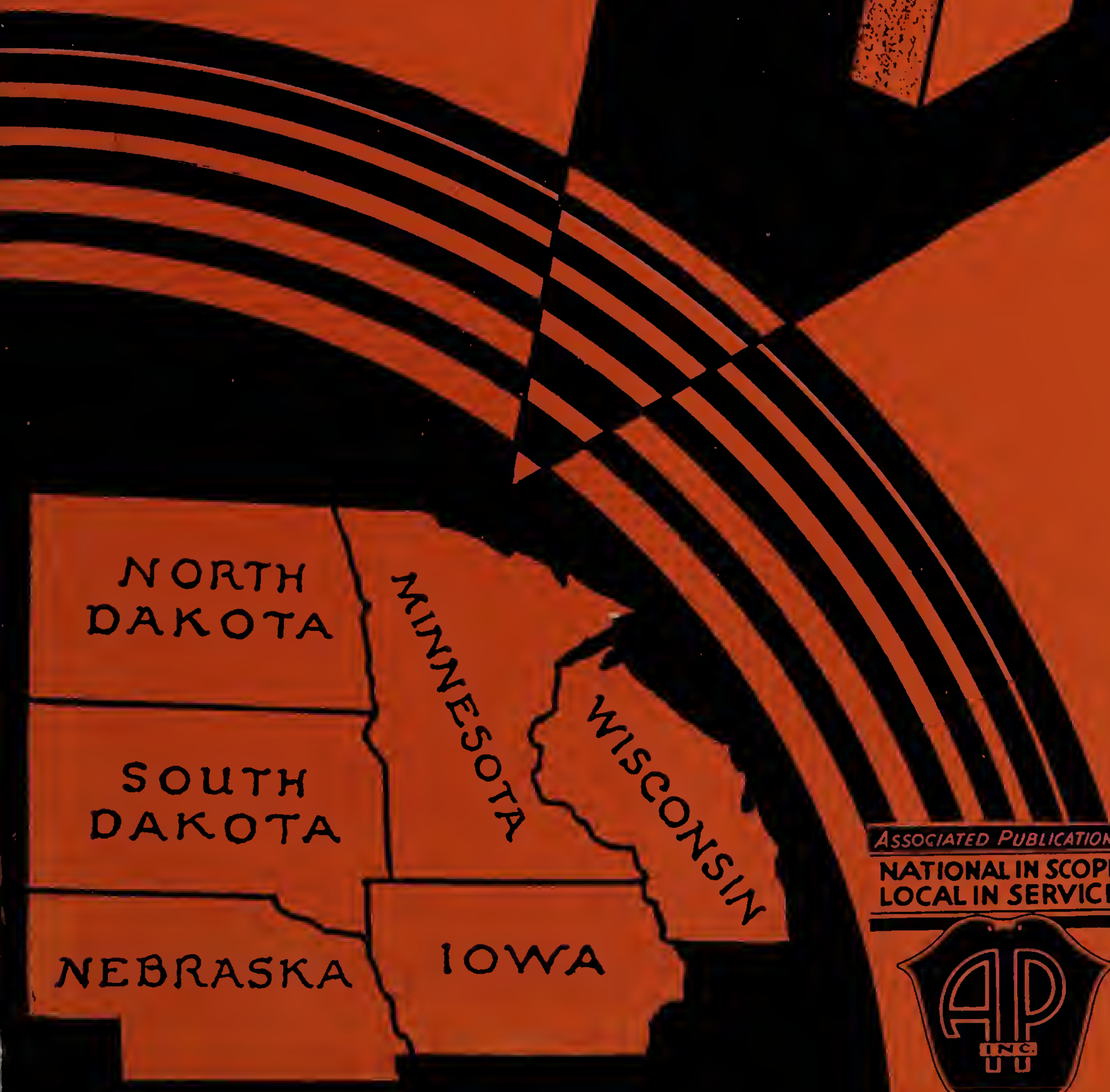
N.Y. AMERICAN—"**Lots of laughs . . . thrills aplenty . . . lots of fun.**"

•

FILM DAILY ——"**There is plenty of box-office cheer in this newspaper drama.**"

DEC. 22, 1931
VOLUME XIII NUMBER 5

MOVIE AGE


NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
MINNESOTA
IOWA
WISCONSIN

NORTHWEST EXHIBITORS COMBAT SLUMP WITH SHOWMANSHIP

EXCHANGE BUSINESS ABOVE SAME PERIOD LAST YEAR

WARNER THEATRE TO INAUGURATE STAGE SHOWS CHRISTMAS

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC.

SANTA CLAUS as EDITOR

Is as puzzled as we would be
in the role of Santa Claus

So to save
Us Both
Embarrassment

We'll Just
Wish You
One and
All A

Merry Christmas
And A
Happy New Year

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Combat Holiday Slump

High-Calibre Showmanship Plus Good Product Takes Sting Out of Annual Bugaboo.

Northwest exhibitors are combatting the usual pre-holiday slump and business depression with the highest calibre of showmanship and, as a result, are coming through a critical period with flying colors, according to data gathered by MOVIE AGE.

Devices of all sorts are being brought into play by showhouses in the territory in an effort to entice patronage that otherwise might not be forthcoming. And, it is revealed, results have been highly successful.

The raffling off of gifts has stimulated trade for many theatres. Scooter-Nites have been particularly popular this month. Gifts of the scooters as Christmas presents have helped to boost juvenile patronage in particular. And the youngsters have been bringing their parents along with them.

Publix Northwest theatres have been having many Mother Hubband nights. On these occasions, various useful gifts, contributed by local merchants, are distributed to the needy. "Amateur Nights" that give local talent the opportunity to perform and "Family Nights" when entire families are admitted at a reduced, group price are swelling grosses.

Another scheme which some theatres are using is "Ladies Night." On "Ladies Night" two members of the feminine sex are admitted for the price of one or a woman accompanied by a male escort receives free admission. This form of two-for-one has gone over very well in many situations.

— Merry Xmas —

Kay Francis Cast

Hollywood — Kay Francis has been assigned the leading role in "The Black Robe," soon to be filmed at Paramount's Hollywood studios under direction of Lothar Mendes.

Business Above Last Year Period

Though Not Satisfactory, Local Territory Weathering Storm in Pretty Fair Shape.

It's a Merry Christmas for most Minneapolis film exchanges because, despite the depression, 1931 business shows a gain over the previous year for them.

A MOVIE AGE survey reveals the fact that the exchanges have fared relatively well in the face of the general trade slump.

With the distributors the same as with the exhibitors, it is a question of product. The exchanges with the better pictures than a year ago have been doing more business than a year ago. The number of theatre closings in the territory has been comparatively small. Outstanding screen offerings are in greater demand than ever before, distributors declare.

"Our 1931 business has run ahead of that of 1930," says J. E. Garrison, Universal exchange manager. "And, moreover, we are

(Continued on page 5)

A Real Xmas Gift

Exchanges Declare New Year's Product Will Be Finest in History of Motion Picture Industry.

The Christmas gift of Minneapolis film exchanges to Northwest exhibitors will be bigger and better pictures.

In extending Christmas greetings to the territory's theatre owners, exchange managers declare that the product to be released during the next several months is the strongest and finest in the industry's history and they predict a period of prosperity for showhouses despite the general business depression.

The messages of exchange managers and industry leaders in Minneapolis to the trade are optimistic in the extreme and are calculated to do their bit to mak-

(Continued on page 4)

OUTLOOK BRIGHT

Finkelstein Sees Product Improvement

The near-term outlook for exhibitors is greatly improved by reason of the better grade of product now being made available and comng up, in the opinion of Harold Finkelstein, head of the Finkelstein Theatre chain. Unsatisfactory box-office results during recent weeks are blamed by Finkelstein, formerly general manager for F. & R., upon the unsatisfactory quality of much of the screen product. He is hopeful for 1932.

The Finkelstein circuit now is represented in five Iowa towns. Further expansion is planned as soon as the general business depression gives signs of being at an end.

— Merry Xmas —

Acer Plays Short

"I Surrender, Dear," Mack Sennett comedy, starring Bing Crosby and an Educational release, has the distinction of being one of the few two-reel comedies ever to be included on a program at the ace Publix house, Minneapolis, where stage shows are offered in conjunction with the screen entertainment. Moreover, the picture was played up in the newspaper ads as one of the outstanding features on the bill. It went over big.

— Merry Xmas —

Ludwig Visits

L. J. Ludwig, head of the Publix mid-western division, was in Minnesota last week on a swing around the circuit. He formerly was stationed here as division manager for the Northwest.

Merry Christmas

By M. E. CUFFEL, Editor

MOVIE AGE extends a Merry Christmas to members of the industry in its territory. It sincerely believes that there are better times ahead. It believes that exhibitors are to receive a valuable Christmas gift from distributors in the shape of vastly improved product and that a goodly measure of prosperity is in the immediate offing for the industry.

The current economic depression, the worst in world history, is in its third year. Thus far the motion picture industry has weathered the storm exceedingly well. Outstanding screen attractions still are drawing large crowds. Comparatively few exhibitors have been forced to the wall. The vast majority of producers and exhibitors went

(Continued on page 4)

"Way Back Home" High; Holiday Slump Hurts

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Dec. 18) — The week before Christmas, traditionally one of the worst of the year for the show business, found the going slow in some showhouses. However, better than average takings were reported by "Way Back Home," "Flying High" and "The Yellow Ticket" at the RKO Orpheum, State and Lyric. "The False Madonna" also did well for the Aster. "His Woman," at the Minnesota, and "Around the World in 80 Days," at Pantages, were the worst sufferers. Both fared badly at the box-office.

Aster — **The False Madonna** (Paramount), Kay Francis and William Boyd. **Business:** 100 per cent. **Summary:** A gripping drama of a woman regenerated when her maternal instincts are awakened by a blind youth. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Lyric — **The Yellow Ticket** (Fox), Elisa Landi and Lionel Barrymore. **Business:** 125 per cent. **Summary:** A thrilling drama of a young Russian girl who is forced to pose as a prostitute in order to enter her native land. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

Minnesota—**His Woman** (Paramount), Gary Cooper and Claudette Colbert. **Business:** 60 per cent. **Summary:** The familiar but interesting story of the woman with a past and the complications which ensue when honest love enters her life; presence of the cutest baby yet, an asset to film. **Entertainment Merits:** 80 per cent. **Short Subjects:** Stage Show; Sound News; "I Surrender, Dear" Comedy.

RKO Orpheum — **Way Back Home** (Radio), Seth Parker (Phillips Lord.) **Business:** 125 per cent **Summary:** A pleasing rural drama revolving about the activities of the famous radio character in straightening out a romance and performing other good deeds; a picture for the entire family. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound News; Stage Show; Comedy.

State — **Flying High** (M-G-M), Bert Lahr, Charlotte Greenwood and Pat O'Brien. **Business:** 125 per cent. **Summary:** A highly amusing musical comedy revolving about aeronautics and an eccentric young woman in search of a husband. **Entertainment Merits:** 80 per cent. **Short Subjects:** Newscasting; Comedy; Screen Vaudeville.

U. A. Pantages — **Around the World in 80 Minutes** (U. A.), Douglas Fairbanks. **Business:** 40 per cent. **Summary:** An interesting travelogue carrying the spectator into the Orient and Far East; amusing comment by Fairbanks; a picture for the entire family. **Entertainment Merits:** 80 per cent; **Short Subjects:** Sound News; Comedy; Screen Vaudeville.

MILWAUKEE

(Week Ending Dec. 11)

Alhambra—**Frankenstein** (Universal), Colin Clive, Mae Clarke and Boris Karloff. **Business:** 120 per cent (ended second week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Univeral News; Comedy.

Garden — **Corsair** (United Artists), Chester Morris and Alison Lloyd. **Business:** 100 per cent. **Summary:** A moderately interestng melodrama about the hijacking of rum some 200 miles off the east coast. **Entertainment Merits:** 90 per cent. **Short Subjects:** Comedy; Newsreel.

Palace—**The Champ** (M-G-M), Wallace Beery, Jackie Coogan and Irene Rich. **Business:** 125 per cent. **Summary:** An excellent performance by both Beery and Jackie Cooper. The plot is negligible and all emphasis is on the give-and-take between Beery and Cooper. **Entertainment Merits:** 90 per cent. **Short Subjects:** Paramount News; Comedy; Magic Carpet.

Riverside — **Rich Man's Folly** (Paramount), George Bancroft and Frances Dee. **Business:** 110 per cent. **Summary:** Old King Midas is the theme for "Rich Man's Folly" with a few new twists thrown in for good measure. **Entertainment Merits:** 85 per cent. **Short Subjects:** Vaudeville.

Strand — **Pardon Us** (M-G-M), Laurel and Hardy. **Border Law** (Columbia), Buck Jones and Lupita Tovar. **Business:** 100 per cent. **Summary:** "Pardon Us," Laurel and Hardy's first full-length comedy, is a satire on prison life, boisterously handled by the two. "Border Law" is a good old western, which is well done and typical of its kind. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fox News; Comedy.

Warner—**The Cuban Love Song** (M-G-M), Lawrence Tibbett and Lupe Velez. **Business:** 95 per cent. **Summary:** Here is a handsome opportunity to hear one the greatest of the country's baritones. The story is not just feminine in appeal. **Entertainment Merits:** 90 per cent. Paramount News; Comedy; Cartoon.

Wisconsin — **The Cheat** (Paramount), Tallulah Bankhead and Irving Pichel. **Business:** 100 per cent. **Summary:** "The Cheat" is concerned with a young wife who finds herself in financial difficulties due to her propensity for betting. How she gets out of her difficulties offers the dramatic highlights of the picture. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox News.

—— Merry Xmas ——

Xmas Gift

(Continued from page 3)

ing the Yuletide holiday merrier for the exhibitors.

"A Merry Christmas to all Northwest exhibitors and everybody connected with the industry," says W. H. Workman, president of the Minneapolis Film Board and Metro-Goldwyn-Mayer exchange manager. "And it is my sincere belief that much better times are ahead. It is being demonstrated every day that outstanding pictures will attract profitable patronage in the fact of the most unfavorable general conditions possible. So that we should feel happy this Christmas in the knowledge that a succession of sure-fire box-office hits will be released during the next few months. These pictures undoubtedly constitute the strongest and best product in the industry's history."

"Here's our Christmas cheer for the trade," says Harold Johnson, vice-president of the Minneapolis Film Board and manager of Educational exchange: "Educational is going to deliver more laughs than ever before in 1932. This may sound like a big contract, but it s going to be fulfilled and that means we'll do more than our share to make the ensuing year happy and prosperous."

In extending greetings to exhibitors and the trade generally, Mike Frisch, Radio-Pathe exchange manager, expresses the hope and belief that business will improve steadily after Christmas. With "Way Back Home," "Suicide Fleet," "Peach-a-Reno" and "Ladies of the Jury" ready for release, Radio-Pathe will do its full share to make for a merry Christmas, he says.

"I am hoping for a steady improvement in business and hope that everybody connected with the industry will make a lot of money," says C. A. Roeder, Paramount exchange manager. "Looking ahead at the product coming up, I know that if exhibitors get behind it properly they'll prosper. The pictures on the way up, as well as those now being released, are sure-fire."

Hoping for the best, W. A. Steffes, business manager of the Northwest Allied States, tells exhibitors to "prepare for the worst by cutting 'nuts' to the very bone."

Merry Christmas

(Continued from page 3)

through 1931, a period of slumping general trade, without recourse to red ink. Regardless of innumerable handicaps, most theatres still are able to show a profit.

But the big hope is for the future. Economic history reveals that depressions rarely last as long as the present one. We hope and feel that the end of the present trade slum is near at hand, even though no signs of a recovery are visible yet. If past experience is any criterion, the turn will come suddenly and will not be perceptible at the outset.

With odds in favor of an early business upswing and with outstanding product available for exhibitors, let Christmas cheer prevail in Northwest film circles. The time for gloom is past. Again we repeat "A Merry Christmas."

Warner Starts Stage Shows in Milwaukee

Milwaukee—The Warner Theatre here will inaugurate a stage show policy on Christmas Day which will include an 18-piece symphony orchestra under the direction of Heinz Roemheld. The theatre has played a straight photoplay policy since its opening in May.

The circuit has also announced the appointment of Ben Cooney as supervisor of the Riviera, Granada and Juneau Theatres, local neighborhood houses. He is assisted by George Christman at the Riviera; Herbert Glazier at the Granada, and Elmer Hoge at the Juneau.

—— Merry Xmas ——

XMAS STUNT DRAWS

Theatre Offers Prizes to Patrons

Leave it to Emil Franke, manager of the RKO Orpheum Theatre, Minneapolis, for ingenuity. He dressed up an old idea in new clothes to buck the usual pre-Christmas slump last week. Gifts were raffled off each night, but the gifts, contributed by local merchants, ostensibly came from noted movie stars.

For weeks cards in the Orpheum lobby have read: "New Home Movie Camera to be Given by Wheeler & Woolsey as a Xmas Gift Friday Night, December 18. Purchased From 'Stewart-Warner Co.' and 'Constance Bennett, Beautiful RKO-Pathe Star, Purchased This Genuine $300 Hudson Seal Coat From the Loring Fur Co. Given Away Thursday Evening, December 17."

Other gifts on other nights included valuable radios, etc. Ostensibly coming from movie stars, the gifts were all the more appreciated. The stunt created considerable talk as well as business.

—— Merry Xmas ——

Louis Sarecky Resigns

Hollywood—Louis A. Sarecky, associate producer, has resigned from the executive staff of RKO-Radio Pictures, effective December 28.

Benefit Returns

With returns from 60 towns still missing, the total raised by Northwest benefit shows for national unemployment relief is $45,000, according to figures made public by W. A. Steffes, who headed the drive. The complete total will show $50,000, he estimates. This is relatively better than most sections of the country did.

Better Business

(Continued from page 3)

optimistic over the 1932 outlook. Most encouraging is the fact that 'Frankenstein' is beating all 'All Quiet on the Western Front' records. With this occurring it's difficult for us to believe there's any depression.

"When, during such a trade slump as we now are experiencing, any picture can outgross a screen record made during the height of our greatest prosperity by one of the greatest screen attractions in all motion picture history, it demonstrates conclusively that good pictures plus intelligent exploitation will get the public in regardless of the worst possible and most economic factors."

Ben Marcus, Columbia exchange manager, says his business is well ahead of a year ago. Similar reports come from Educational, Tiffany, Metro-Goldwyn-Mayer, Fox, Radio, Educational, Paramount and Warner Bros.-First National.

There's plenty of Christmas cheer and little or no holiday gloom along Minneapolis Film Row and for a very good reason.

—— Merry Xmas ——

ELECTION DELAYED

Film Board Officers to be Named This Week

The annual election of officers of the Minneapolis Film Board of Trade originally scheduled for last week, will occur this week, instead, the postponement being occasioned by the absence from the city of several film exchange managers.

Unless W. H. Workman becomes a candidate for re-election as president, Harold Johnson, Educational manager, is likely to be chosen to head the distributors' body.

—— Merry Xmas ——

U. A. Plays RKO Film

The United Artists' Pantages Theatre, Minneapolis, which, according to the original announcement, was to be devoted entirely to the showing of U. A. pictures, has a Radio feature, "Consolation Marriage." The house needed outside pictures and we had this one available due to the one-month closing of the RKO Seventh Street Theatre, so that is why the deal was put over," explains Mike Frisch, RKO exchange maanger. As far as is known no other outside pictures have been purchased thus far by U. A. Pantages.

Ames Moves Office to Omaha, January 1

Headquarters of Morgan Ames, Division manager for RKO, will be moved from Minneapolis to Omaha, January 1, with enlargement of his division to include Kansas City and Denver. The extension of the division under Ames makes Omaha a more central point from which to direct the activities. Present cities in the Division are Minneapolis, St. Paul, Omaha, Des Moines.

Albert Nathan, sent here from the New York office, will be in charge of division exploitation and advertising, succeeding Dick Gilbert, resigned. For the present Mr. Nathan will make Minneapolis his headquarters. He formerly was with the Fox home office and with Loew's in New York.

Dick Gaston, who resigned as manager of the RKO Seventh Street, Minneapolis, being succeeded by Harry F. Wilbern, is planning to buy and operate a theatre of his own. When the RKO President Theatre, St. Paul, opens Christmas Day, R. V. Douglas again will take over the managerial reigns.

Film Execs. Visit

Minneapolis visitors of the past week included Phil Dunas, district manager of Columbia exchanges, and E. D. Leishman and B. D. Zeeman, supervisor of exchanges and traveling auditor, respectively, for Universal. The two latter are from the home office. All three officials are optimistic over the outlook for the film industry after the first of the year. They say "business is picking up" and prospects are encouraging.

Greeting From
EXHIBITORS POSTER SERVICE
58 Glenwood Ave.
Minneapolis
J. R. POWERS, Mgr.

MERRY CHRISTMAS
and a
HAPPY NEW YEAR
FROM
NORTHERN STATES POWER CO.
Minneapolis, Minnesota

THE PUBLISHER'S PAGE

Confidence and Courage

WITH the year drawing to a close and, with the somewhat jumbled perspective that may have been given to people as a result of general conditions that have forced all industry to have a dismal outlook, it is but natural to reflect upon brighter days—the history-making days—of the motion picture industry. If there is any one thing that alone can be labeled as responsible for the growth of this industry to its tremendous size, it is CONFIDENCE, aided and abetted by courage.

CONFIDENCE is the spur to ambition; it is the executor of ideas; it is the silent voice that says, "Yes, stick to it!" when others berate; confidence is the guiding hand that opens closed doors to fame and fortune; it is a fighting force that creates, that explores and that achieves success; confidence is a builder of business and industry.

WHEN we look back upon the earlier days—the pioneering days—of the motion picture industry, when the flickering shadows were considered but a passing fancy, it was confidence that kept alive this new form of entertainment. Confidence in themselves and in their ideas enabled men like Zukor, Lasky, Laemmle and Fox to build their poverty-born enterprises into world-wide institutions. Confidence made the store-room nickelodeon become a palatial edifice. Confidence spurred the Warner Brothers to blaze the trail with talking pictures and to lead this industry to greater achievement when unbelievers shook their heads.

TODAY this industry is in the midst of a crisis as are many other industries. An economic situation has been reached that seems to be an impasse in the road to further progress. Certain of the industry giants seem to be tottering. And once again we see the unbelievers going about, shaking their heads.

Confidence in itself is what this industry needs today; confidence of its people in their leaders; confidence of its leaders in their people. And with this is needed courage—courage to look facts squarely in the face; courage to come out of the clouds and down to earth; courage to roll up the sleeves and start in to work—harder than ever; to rebuild where necessary; to build anew. And to go about it all with a confidence of winning.

Confidence and courage—they're an unbeatable team!

Ben Shlyen

BEN SHLYEN, *Editor-in-Chief*

WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office, 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill.; MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; NEW ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Here's Another Great Universal Serial For You To Clean Up With!

DETECTIVE LLOYD

With the first actual scenes ever made in Scotland Yard

The kind of story that is greeted with a riot at the announcement of each new episode...featuring **Jack Lloyd**...directed by

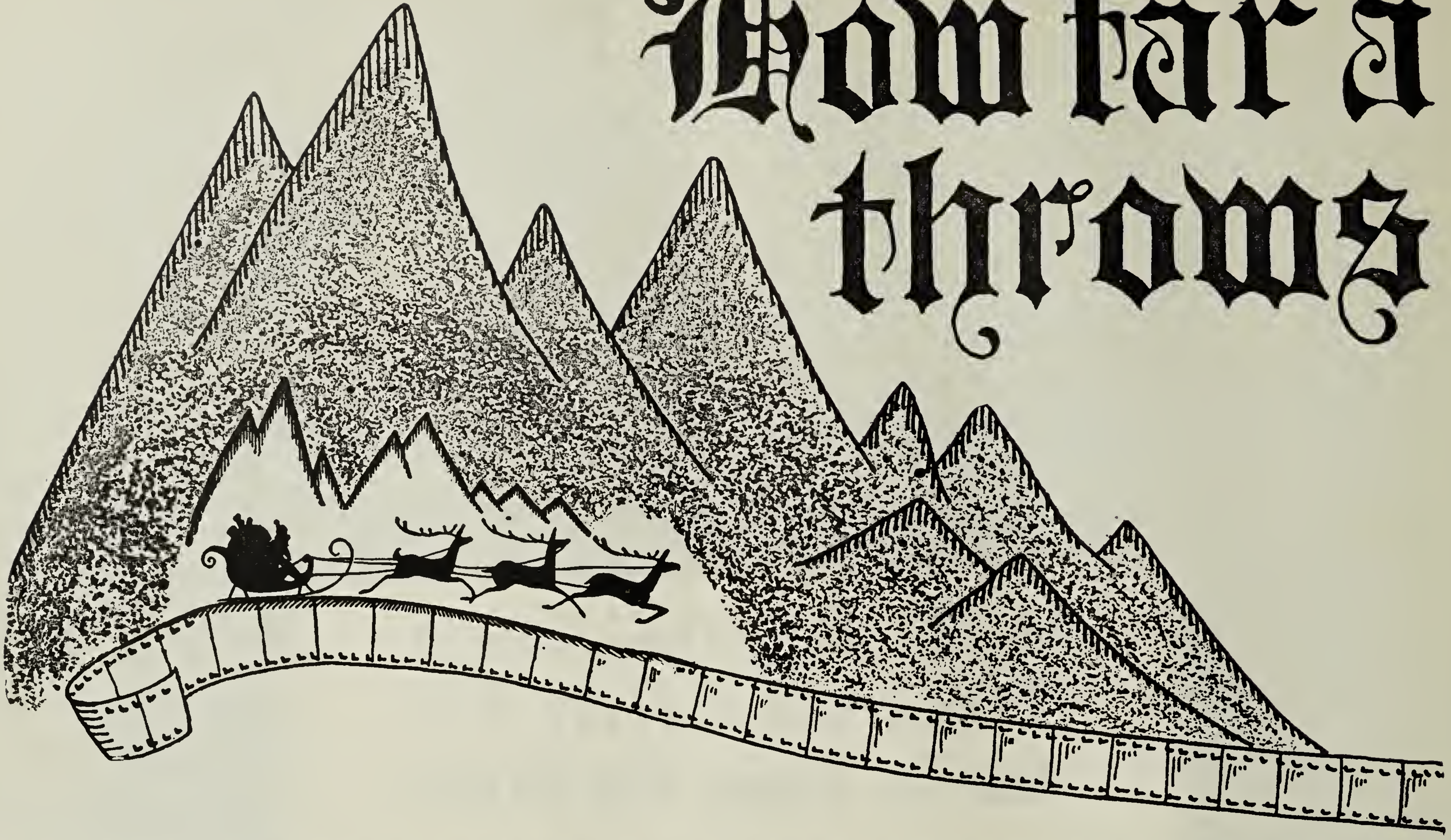
Henry MacRae

who also directed those money serials, "The Indians are Coming" and "Battling with Buffalo Bill".

Presented by Carl Laemmle
in conjunction with Mutual
Pictures, Ltd., Distributed by

Universal—The Hit of the Industry!

How far a throws



Elliott Film Co.

CREAM OF INDEPENDENT PICTURES

No Block Booking

CLARA EISENBERG F. YORK ELLIOTT

Let's Make It An Independent Year!

Universal

J. E. GARRISON Branch Mgr.

FRANK MENTZKE Sales Mgr.

Salesmen

SAUL FRANK

ARCHIE ZACHERL

JACK LANGAN

FRED ABELSON

NORTHERN THEATRE SUPPLY CO.

19 Glenwood Ave.
The House That Service Built

SAM J. SEGAL
Manager

Wishes You All a Merry Christmas and a Happy New Year.

Fox Film Corp.

JACK LORENTZ Manager

N. F. HALL Asst. Mgr.

Salesmen

F. G. HALLOWELL

J. S. COHAN

R. E. MOFFETT

EARL LORENTZ

National Theatre Supply Co.

GREETINGS FROM MINNEAPOLIS

J. H. KELLEY H. P. HANSEN

S. C. MILLER A. T. CRAWMER

"Jack," "Pete," "Charlie" & "Arnold"

SEASON'S GREETINGS
FROM

United Artists Corp.

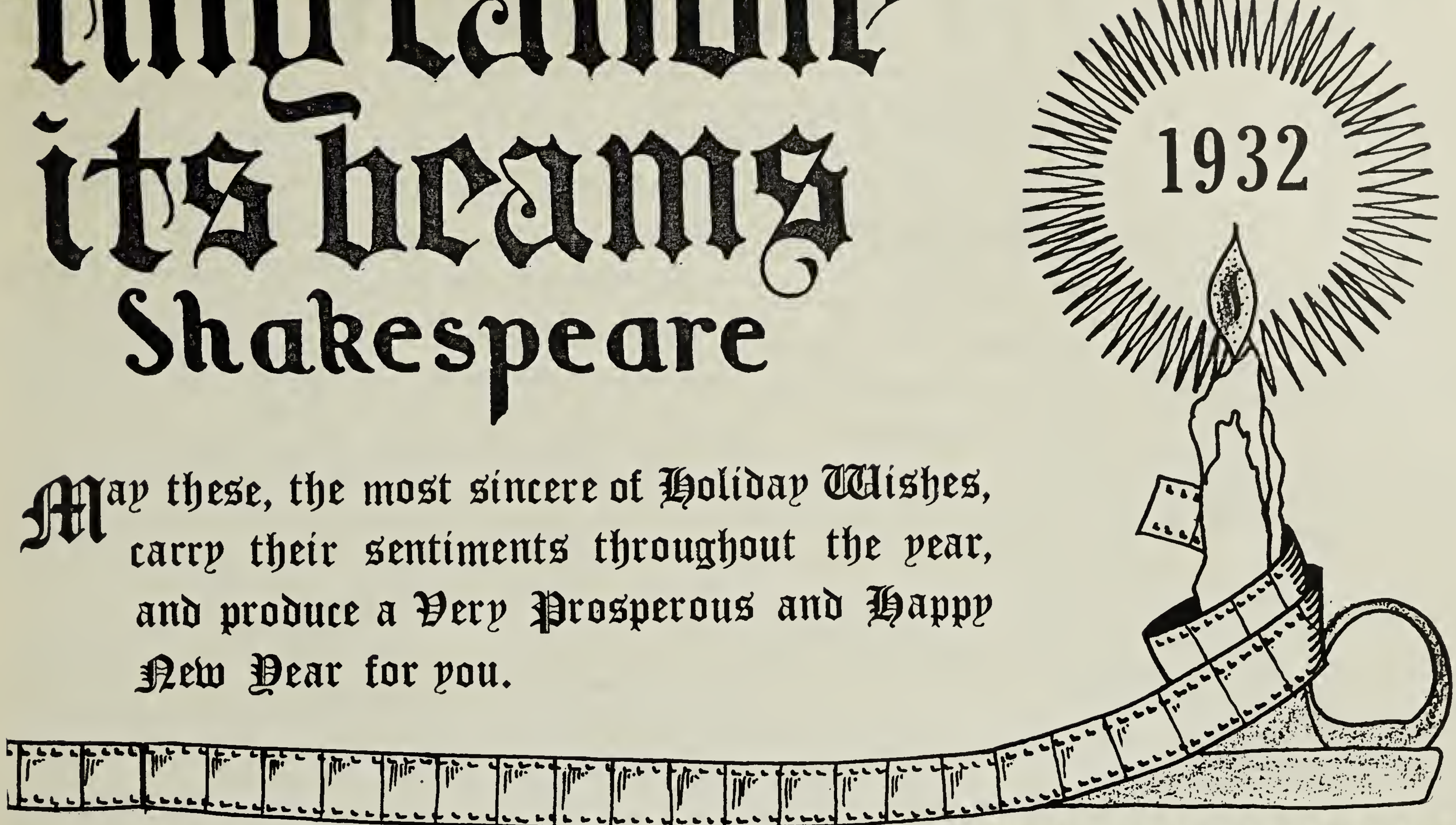
AL HOFFMAN
Branch Manager

MILTON CAPLON LESTER ROSENTHAL

RALPH S. CRAMBLET

tiny candle its beams

Shakespeare



May these, the most sincere of Holiday Wishes, carry their sentiments throughout the year, and produce a Very Prosperous and Happy New Year for you.

May Everything Be Capital With You
in 1932

Capital Picture,s Inc.

MINNEAPOLIS
64 Glenwood Ave.

OMAHA
Film Exch. Bldg.

Metro-Goldwyn-Mayer

W. H. WORKMAN
Manager

BERTHA M. NAUER
Office Manager

Salesmen
W. W. ADAMS
W. P. CAMERON
A. S. CLATWORTHY
BARNEY H. COHAN
HAROLD J. DEVLIN
GEORGE W. TURNER

Bookers
Casper J. Chouinard, Morton Ives, Frank Jelenko
Morris Abrams, Exploiteer

GREETINGS FROM

ULTRAPHONE SOUND SYSTEM, INC.

MINNEAPOLIS
36 Glenwood Ave.

CHICAGO
1223 So. Wabash

MILWAUKEE
67 North 7th St.

OMAHA
307 North 16th

M. E. Cuffel

WISHING THE TRADE THE BEST OF
ALL THAT'S GOOD
NOW AND IN 1932

RKO Distributing Co.

Distributors for
RKO-Radio and RKO-Pathe Products
MIKE J. FRISCH, Mgr.

Salesmen:
MONTY MONTGOMERY
ART N. BERG
BILL WINTERS

At Home: 72 Glenwood Ave.

CHRISTMAS GREETINGS FROM

TWIN CITY "RKO" THEATRES

Minneapolis

RKO-ORPHEUM
Emil Franke, Mgr.

RKO-SEVENTH ST.
Harry Wilbern, Mgr.

St. Paul

RKO-ORPHEUM
Ray O'Connel, Mgr.

RKO-PRESIDENT
Roland Douglas, Mgr.

Plea for Tax Fight Aid

Lightman Scores Federal Levy Proposes; Issues Appeal for Prompt Exhibitor Help.

National President M. A. Lightman, of the Motion Picture Theatre Owners of America has issued the following stirring declaration against the proposed ten per cent tax on the gross receipts of theatres:

"Direct taxation on motion picture theatre admissions is most unfair as it places the burden upon the man of average circumstances and in many instances upon the very poorest, as the motion picture theatre caters to the masses.

"Obviously taxation should be so designed as to be derived from the nation's wealth in proportion to its distribution. If for no other reason this tax is manifestly unfair.

"Secondly, the motion picture institution is essential to a community. The educational value and the general benefits derived from it are of such significance that anything designed to cripple them is unpatriotic and tends to handicap civic advancement. Then too, why should not the welfare of the motion picture industry be considered? Is it reasonable to single out certain industries and burden us in a crisis like this when the load is so heavy now that it is only with difficulty that we can keep going?

"If it is fair to tax admissions to a theatre why is it not fair to tax every commodity of any kind for which an exchange of money is necessary?

"Exhibitors of the nation should rise up in arms against this drastic proposal. The power of the screen should be utilized to its utmost to combat this thing.

"The citizens of your community should virtually be commanded to come to our defense by storming the capitol with letters of protest. Exhibitors you must respond. Have thousands of your customers write, wire or telephone your congressmen protesting against this unfair proposal. If you depend upon the other fellow we are sunk. Get busy!"

—— **Merry Xmas** ——

Start Custer's Third

Hollywood—The third Bob Custer Western for Big 4 started Friday, December 11. The tentative title of "Wanted—a Riding Boss," will probably be changed when the film is further in production.

WARNER CONFIDENCE VOTE

Stockholders Vote for Millions of Extra Surplus; Warners Pledge Fortunes in Fight.

New York—Warner stockholders at last Tuesday's meeting registered a rousing vote of confidence in the company and its executives by approving the organization's recent proposal to fix the stated value of its stock at $5 per share. This provides the corporation with a surplus of more than $60,000,000, compared with present earned surplus in excess of $200,000.

That the Warner brothers stand ready to spend their entire personal fortunes and all they can borrow to back up their company and fight any attack on their sincerity and honesty, is indicated in the attitude of H. M. Warner, president, in the following statement:

"They will not attack a good name that we have worked to build and establish for many years. We will spend what we have and what we can borrow to fight back. I know the reputation of the men who bring these suits against our company, but we will fight. I have never been in Wilmington before. I have been too busy. One of my brothers died working for your company and mine. They carried him out of the studios to the hospital. My

(Continued on page 18)

Speed Para. Schedule

45 of 65 Films to be Released This Season Will be Finished or in Work by January.

Hollywood — Nearly a year to go and 45 of Paramount's schedule of 65 features for release this season will either be completed or in work by January 1.

"Shanghai Express," with Marlene Dietrich and Clive Brook, "The Man I Killed" and "The Reckless Age" have been completed.

In production are "No One Man" with Carole Lombard, Ricardo Cortez and Paul Lukas; "Two Kinds of Women," a William DeMille production featuring Miriam Hopkins and Phillips Holmes, and "One Hour With You," with Maurice Chevalier, Jeanette MacDonald and Charles Ruggles.

Pictures that will be in production by January 1, are "The Black Robe," with Fredric March and Kay Francis; "The Miracle Man" with Sylvia Sidney, Chester Morris, Robert Coogan and Boris Karloff; "Dancers in the Dark," with Miriam Hopkins, Jack Oakie and Lyda Roberti, and "Sky Bride," with Richard Arlen and Carole Lombard.

HI-LITES IN THE WEEK'S NEWS

New York — Milton Silver for the past three years advertising manager of Universal, has resigned to accept another advertising position. Universal has not yet announced his successor.

Hollywood — Fox West Coast Theatres have been forced to adopt the dual feature policy because of practice by independents, executives of the circuit announce. Although they regret the move is necessary, officials state that such a policy is required to meet competition.

Hollywood — Warner-First National will have 32 features on the present schedule completed or in work by March 1, according to an announcement by Jack L. Warner. It is understood that comedy will get the break.

Washington—Another bill aimed at block booking has been introduced in the House by Rep. Emanuel Celler of New York. It would be effective six months after enactment. Violation would make the offender liable to a fine not to exceed $10,000 or more than one year in prison, or both.

Los Angeles—No successor to Harold B. Franklin, who recently resigned as president of the H-F theatre interests, has been named. Howard Hughes has called a meeting of the circuit division managers to discuss future plans.

A worthy cause, that Film Daily relief fund. Mail your check to Film Daily today.

M-G-M Net Dips

New York — Metro-Goldwyn Pictures' net profit for the year ending August 31 was $6,257,998, after all charges and taxes, or more than a third under the $9,924,869 in the previous year. Gross income slipped from $35,327,259 in the year before to $34,799,957. Surplus increased from $4,989,554 to $5,936,722.

Lankford Would Put Gov't. in Film Biz.

Washington — The government will go into the film production business on a scale to cost not more than $1,000,000,000, if a bill introduced in the House by Representative Lankford of Georgia is adopted.

The measure was referred to the Committee on Expenditures where it is expected to die the horrible death of the well-known rag doll. Under its provisions a department of general welfare will be administered by the Federal Trade Commission, produce pictures which would be given free to schools, universities, patriotic, civic and other organizations. In some respects it is similar to the old Hudson bill.

RKO to File Answer

New York—Answers to J. Cookman Boyd's receivership petition filed in Baltimore and to Boyd's injunction proceedings last week in which he attempts to restrain RKO from carrying out its refinancing plan will be filed this week in Baltimore, according to B. B. Kahane, attorney. RKO officials state that the company is now financially sound and that the suit can be tried only on the mismanagement charge. Final hearings on both actions will not be scheduled until after the new year.

The PICTURE GUIDE

THUMBNAIL REVIEWS OF CURRENT RELEASES

Numerals in parenthesis indicate minutes of running time; dates refer to issue of complete review in this publication.

Alexander Hamilton—Warners (73). Historical drama which gives Arliss a chance to display his superb ability. Entertainment of the highest standard. (Oct. 6)

Are These Our Children?—Radio (84). Another masterful production by Wesley Ruggles, the director of "Cimarron." Picture has a powerful message. (Nov. 17)

Bad Company—RKO-Pathe (78). Gangster picture which is different from the ordinary type with topnotch performance by Ricardo Cortez. (Sept. 29)

Beloved Bachelor—Paramount (68). Highly sentimental romantic type of story which should please generally. Paul Lukas and Dorothy Jordan co-starred. (Oct. 27)

Big Gamble—RKO-Pathe (63). Octavus Roy Cohen story with plenty of action and punch that should satisfy. Bill Boyd and Dorothy Sebastian co-starred. (Sept. 15)

Border Law—Columbia (54). Typical Buck Jones western with a thrill-a-second that shouldn't disappoint the lovers of the old-fashioned horse opera. (Oct. 27)

Brat—Fox (65). Good entertainment for the majority. Excellent cast, including Sally O'Neil, Allan Dinehart, Frank Albertson, Virginia Cherrill and June Collyer. (Sept. 15)

Champ, The—M-G-M (87). Wallace Beery and Jackie Cooper rise to superb heights in this picture filled with human interest and action. (Nov. 24)

Compromised—First National (55). Good comedy-drama for the small town audiences. Rose Hobart and Ben Lyon head the cast. (Nov. 24)

Convicted—Artclass (63). Good murder mystery that is entirely plausible from beginning to end. Excellent cast headed by Aileen Pringle. (Oct. 20)

Dangerous Affair—Columbia (71). Jack Holt and Ralph Graves together again as buddies who have a series of exciting adventures in a haunted house. Excellent comedy mystery drama. (Oct. 6)

East of Borneo—Universal (74). Smash melodrama with all the mystery of the Orient and a jungle background to keep the audience gasping with suspense. (Sept. 8)

Fanny Foley Herself—Radio (72). Edna May Oliver in the title role makes this picture really worthwhile. It is 100 per cent Technicolor. (Oct. 20)

Five Star Final—First National (89). A powerful dramatic story that will get over big with any audience. Excellent cast starring Edward G. Robinson. (Sept. 22)

Girls About Town—Paramount (78). Lilyan Tashman and Kay Francis keep this moving at a fast pace with amusing repartee. (No. 3)

Heartbreak—Fox (80). Romantic drama with the war as a background; good cast headed by Charles Farrell. (Nov. 10)

Honor of the Family—First National (66). Broad and sophisticated screen fare not for general family trade; Bebe Daniels starred does excellently. (Oct. 27)

Leftover Ladies—Tiffany (67). Comedy-drama which makes excellent screen entertainment. Claudia Dell and Walter Byron excellent as the leads. (Nov. 17)

Local Boy Makes Good — First National (68). Joe E. Brown gives a topnotch performance in a new type of role. Excently directed comedy. (Nov. 17)

Mad Genius—Warners (81). John Barrymore in a brilliant character role as a deformed ballet dancer. (Nov. 3)

Man From Death Valley—Monogram (60). Tom Tyler in a pleasing action story with some thrilling gun play. (Oct. 6)

New Adventures of Wallingford—M-G-M (94). Another winner for M-G-M. Cast headed by William Haines brings the famous George Randolph Chester characters out in the finest manner. (Oct. 20)

Night Life in Reno—Artclass (60). Mrs. Charles Farrell (Virginia Valli) in a society drama with the famous divorce city as a background. (Sept. 8)

Pagan Lady — Columbia (77). Picture smacks of "Rain" in its motif of religious repression and Evelyn Brent is somewhat of the Sadie Thompson type. (Sept. 29)

Palmy Days — U. A. (78). Lively and tuneful song and dance production featuring Eddie Cantor; sure fire box office in any spot. (Oct. 13)

Penrod and Sam — First National (71). Booth Tarkington story that never grows old. Just the type of picture for family trade. (Oct. 6)

Personal Maid—Paramount (74). Nancy Carroll in a story that fails to convince; good entertainment nevertheless. (Sept. 22)

Platinum Blonde—Columbia (82). Delightful screen fare with general appeal. Robert Williams steals stellar honors. (Nov. 10)

Riders of the Purple Sage—Fox (58). The popular Zane Grey story brought to the screen again. Will please western fans in the smaller houses. (Oct. 13)

Road to Reno—Paramount (73). Amusing satire on the divorce question starring Lilyan Tashman as the much married and divorced wife. (Nov. 3)

Road to Singapore—Warners (73). Tropical romance with implausible story which depends mainly on William Powell for its chief draw. (Oct. 13)

Secret Service — Radio (70). Splendidly mounted opus of the Civil War days which provides Richard Dix with a suitable role. (Nov. 3)

Shanghaied Love—Columbia (67). Thrilling romance and adventure sea story of clipper ship days with a strong cast headed by Richard Cromwell, Noah Beery and Sally Blane. (Oct. 20)

Side Show—Warner Bros. (69). Story of circus life which should appeal to the pop crowds. Winnie Lightner is most of the show. (Sept. 29)

Sidewalks of New York—M-G-M (73). A Buster Keaton picture that can't miss for laugh purposes; able support by Cliff Edwards, Anita Page and Norman Phillips, Jr. (Sept. 22)

Silence — Paramount (69). Interesting film fare for any audience. Clive Brook does masterful work with his part. (Sept. 15)

Skyline — Fox (68). Popular entertainment that sholud get over anywhere. Thomas Meighan and Hardie Albright as father and son do exceptionally fine work. (Oct. 20)

Smart Woman—Radio (67). Cast keeps this one above average entertainment value; Mary Astor is convincing. (Oct. 27)

Sob Sister—Fox (69). Excellent work of James Dunn and Linda Watkins holds this exaggerated tabloid newspaper drama above average entertainment. (Nov. 3)

Spider—Fox (59). Mystery and murder worked out on a different angle with Edmund Lowe cast as a magician. (Sept. 22)

Spirit of Notre Dame — Universal (80). Excellent football subject, fast moving and crammed with action. J. Farrell McDonald as Knute Rockne does a fine job. (Oct. 13)

Star Witness—Warner Bros. (68). Should prove a sure fire despite the gangster angle. Good cast with Walter Huston and Charles (Chic) Sale. (Sept. 29)

Street Scene—United Artists (80). From the Elmer Rice stage success which won the Pulitzer prize; direction and camera work of the highest calibre. (Sept. 29)

Strictly Dishonorable—Universal (94). A picture that teems with charm and a subtle undercurrent of humor. Lucas, Fox and Stone do excellently. (Nov. 24)

Sundown Trail—RKO Pathe (53). Good clean western for family trade showing Tom Keene in his first effort for RKO-Pathe. (Nov. 3)

Susan Lenox—M-G-M (75). Poor vehicle for Greta Garbo who rises above the story and by her performance makes a highly interesting feature. (Oct. 27)

Touchdown—Paramount (80). A football picture that is sure fire in any box office because it dares to be different. Cast of big names headed by Richard Arlen. (Nov. 24)

Twenty-four Hours — Paramount (66). From Louis Bromfield's popular novel of gruesome happenings that occur during 24 hours. Clive Brook heads the cast. (Oct. 13)

Unholy Garden—United Artists (75). A Ronald Colman picture that can't help but click anywhere. Good action and well directed. (Sept. 22)

Way Back Home—Radio (80). One of the sweetest and wholesome pieces of entertainment for some time, starring "Seth Parker" of radio fame. (Nov. 10)

Wicked—Fox (55). Too much sordid prison sequences and only for the brightening up by Una Merkel the picture would be rather morbid. (Oct. 6)

Yellow Ticket—Fox (83). Excellent melodrama with the Czarist regime in Russia as the background. Landi, Lionel Barrymore and Laurence Olivier are superb. (Nov. 17)

MOVIE
GOSSIP
1931
NOVEMBER
10¢
GRETA
GARBO

BUILD Good Will and BETTER BUSINESS

HERE'S HOW

You are Offered

A fan magazine which will be asked for, and READ, by every lover of motion pictures.

Contains sixteen pages of intimate Hollywood news and gossip, beautifully illustrated.

Printed on fine paper stock with engravings reproduced from attractive art layouts.

Carries no advertising except your own, for which the back page is reserved.

A sure-fire box office stimulator which is **available to you at a price which enables you to give it away.**

Will be eagerly watched for each month.

YOUR EXCLUSIVE HOUSE ORGAN

Increase Patronage

Distribute This Snappy Fan Magazine in Your Town

WRITE FOR DETAILS USING THIS COUPON→

MOVIE GOSSIP,
32-34 West 20th St.,
New York, N. Y.

Without obligation please send me copy of the current issue of MOVIE GOSSIP.

Name______________________________________

Street address__________________________________

City______________________ State____________

Theatre______________________________________

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Warners Push Kiddie Clubs

THAT Warner Bros. Theatres are going after the juvenile business is indicated in an announcement by Dan Michalove that an extensive drive is under way to form Kiddie Clubs in every spot served by a Warner Theatre. Miss Doris Warner, daughter of H. M. Warner, president, has been placed in charge of the Kiddie Club work.

As part of the preliminary work done by managers in the Pittsburgh Warner zone upon forming their Kiddie Clubs, the planting of the following editorial, which, with slight changes in the reading matter, can be printed at any time to spur club activities—as suggested by Warner Theatres' "Carry On":

"Supplying the proper entertainment for our children in this so-called jazz age has become a vital problem for parents, schools, Parent-Teacher Associations and Child Welfare Organizations. It is a problem often discussed . . . but about which very little action has been taken.

"A forward step in the right direction has been taken by Warner Bros., a national organization with theatres from coast to coast. This organization, which produces pictures, as well as maintaining theatres for exhibiting them, is forming a national chain of kiddie clubs. A total of 100,000 children are said to be enrolled in this club at the present time, and new chapters are being organized weekly.

"The ———— theatre, owned and operated by Warner Bros., has just formed a local chapter of this national kiddie organization.

"The purpose of this club is to foster clean, censored entertainment, suitable for the consumption of children. Through the functioning of this club it also is hoped to instill in the younger generation a more thorough understanding of the requirements of good citizenship. And to this end, one of the major plans calls for the appearance before the members of outstanding citizens in the community. Maybe your physician will speak to them on general health hints; your dentist on special care of the teeth; your mayor on 'How to Become a Good Citizen'; or your minister on the 'Building of Manhood.'

"Every member of this club must take the following pledge:

"'Loyalty to My Country; Obedience to My Parents; and Love for My Fellow Playmates.'

"Certainly this is a creed every mother and father would be proud to have their child live up to.

"We are told there will be regular meetings of the club . . . especiallly selected entertainment; group singing; special contests . . . and other events that go to make up a program of clean, healthful juvenile amusement.

"Such a plan as the Warner Theatres have outlined is a grand movement in the right direction; and should be looked upon with favor by parents, teachers, and others deeply interested in the proper educational and moral entertainment of men and women of tomorrow!"

"Scrappy" Toys

A manufacturer of novelties has designed an important part of his product around Charles Mintz's "Scrappy," animated cartoon character made for Columbia release. These novelties will receive international distribution.

—— Merry Xmas ——

Gridiron Newsreel Scoop Packs 'Em In

WHEN it first became known that Bernie Bierman, Minnesota alumnus and present coach at Tulane University, was to be signed as football coach at the University of Minnesota next year, Martin P. Kelly, live-wire Publix exploitation manager, bethought himself of sending to New Orleans to obtain newsreel shots showing Bierman in action on the football field and with members of his family.

These pictures were shown on the Minnesota Theatre screen the day when formal announcement was made in the newspapers regarding the Bierman acquisition. It was a great scoop for the showhouse and made a considerable hit with patrons. The pictures, of course, were advertised to the limit.

Hamrick Features The Whole Show

JOHN HAMRICK, operator of theatres in Seattle, Wash., and in Oregon, has changed his advertising policy. If not the first, he is among the first to see a great light and profit accordingly.

Throughout this section of the country it has been the custom of exhibitors to splurge on the features making up their programs. Instead of sticking to the old shopworn plan of devoting all the newspaper space taken by his theatres to the features they are showing Hamrick is seeing to it that his lieutenants are advertising the whole show.

The first evidence of the new policy was given recently when, in announcing "The Ruling Voice" at the Blue House, Hamrick played up two Vitaphone shorts, Mr. and Mrs. Jack Norworth in "The Nagger's Anniversary" and Ted Husing in "Sportslants." The reaction was so strong that Hamrick is now a thorough believer in advertising the whole show, every unit being given display space.

—— Merry Xmas ——

Sells School Tots on "Alexander Hamilton"

IN seeking effective means of calling attention to the Warners productions showing George Arliss in "Alexander Hamilton," Leon Pickle, manager of the Kentucky Theatre in Henderson, Ky., figured he could do nothing better than rouse the interest of the school children in the picture. If he could succeed in this he felt the enthusiasm of the children would be carried into their homes, and the stunt would prove to be a double-barreled one with both barrels working.

Having obtained permission of the school board, Pickle personally addressed the students in the various schools, dwelling on the life of Hamilton and the era in which he moved. The big moments in the life of the first treasurer of the Republic were stressed and references were made as to the manner in which these were shown on the screen in the Arliss picture. The manager's address went over with the young people so well that he was asked to repeat it before the classes in history.

Carrying out the original idea still further Pickle conceived the idea of getting the high school classes to arrange for benefit presentations of "Alexander Hamilton" and in this he was also successful.

The stunt, while it involved a lot of labor for the Kentucky manager, was entirely devoid of expense. Another point regarding it is that it can be carried out with any picture that has an historical or educational background.

Magazine Tieup

THE Minnesota Theatre, Minneapolis, was lucky enough to have Liberty Magazine come out with a four-star review on "The Champ" the same day that the picture opened. The theatre capitalized the lucky break by arranging with the magazine distributor to have 700 distributors carry cards on their bags advertising the picture and theatre. All that the showhouse had to do in return was to admit the boys to the theatre as its guests to see the picture.

—— Merry Xmas ——

Decorated Trolley Awakens Fans

FOR the turn-away audience that saw the opening of the First National production of Joe E. Brown in "Local Boy Makes Good" at Warners' Kenosha Theatre, in Kenosha, Wis., "Doc" Miller, manager of the house, gives much of the credit to one of his stunts.

Miller arranged with the street car company for the use of one of its trolley cars. Covering the sides of the car with banners announcing the picture and engaging a ten-piece band to accompany it Miller had the car run throughout the city on the day of the opening. For two hours in the afternoon and for an hour preceding the first showing the car was in operation and attracted a lot of attention.

—— Merry Xmas ——

Music One-Sheets Draw in Minny

POPULARITY of overtures at the Minnesota Theatre, Minneapolis, has resulted in a local music publisher requesting the showhouse to make one-sheets of any number handled by it, whenever the numbers are played at the Minnesota.

These cards are spotted in excellent locations in loop store windows.

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Heaven on Earth

Universal—75 Minutes

Cast: Lew Ayres, Anita Louise, Harry Beresford, Elizabeth Patterson Slim Summerville, Alf P. James, Harlan Knight, Jack Duffy, Peter Richmond, Robert Burns. Directed by Russell Mack.

An engrossing story of "poor white trash," as that class of people lives along the shores of the Mississippi. Engrossing not so much because of story value, as because it presents a side of life new to most people. The tale, taken from Ben Lucien Burman's book, "Mississippi," deals with the feud between the "steam boaters" and the "shanty boaters." The tangled progress of the love of one clan member for a representative of the other group furnishes the plot. All ends well, however, following fights, dirty work, floods, etc. The yarn slides along in the happiness, misunderstanding, hatred, dawn-of-intelligence and eventual-reconciliation groove. The acting is pretty good, and there's comedy in spots. Universal has achieved a scenic success in this one.

SELLING SEATS: Sell this from the "life's-other-side" angle. Plug Lew Ayres. The press book offers good bookstore tie-ups.

—— Merry Xmas ——

Husband's Holiday

Paramount—76 Minutes

Cast: Clive Brook, Charles Ruggles, Vivienne Osborne, Juliette Compton, Harry Bannister, Dorothy Tree, Adrienne Ames, Chas. Winninger, Elizabeth Patterson, Leni Stengel, Dickie Moore, Marilyn Knowlden, Kent Taylor, Burton Churchill, Marjorie Gateson. Directed by Robert Milton.

What happens when a husband decides to roam is interestingly revealed in ths film adaptation of Ernest Pascal's novel, "The Marriage Bed." The picture gives an intimate view of American life in a realistic manner. Clive Brook is the romantic-minded husband who leaves his wife (Vivienne Osborne) and two children for a temporary spree with another woman (Juliette Compton). His wife merely regards the affair as a passing fancy, and tells him that he may expect no divorce-cooperation from her. Finally the trivial affair is terminated when both come to the realization that they could not make a success of a second marriage. Thus all ends happily for the family that had been so close to moral disaster. Brook's performance is convincing. Vivienne Osborne is sympathetic in her role. Ruggles brings plenty of chuckles as a hen-pecked husband. Juliette Compton acts her part in a splendid manner. Dickie Moore and Marilyn Knowlden are the youngsters everyone will love.

SELLING SEATS: Play up the strong cast of names and appeal to husbands and wives and girls who contemplate marriage. Tie-up with bookstores on the novel.

Men in Her Life

Columbia—75 Minutes

Cast: Lois Moran, Charles Bickford, Victor Varconi, Donald Dilloway, Luis Alberni, Adrienne D'Ambricourt. Directed by William Beaudine.

Excellently dramatized version of the popular novel by Warner Fabian of a girl's search for love. The picture rises above being just a program picture because of the absorbing interest sustained throughout. The heroine is a young society girl who is lured to France for romantic adventure. She meets a Count whom she thinks is her ideal until the suave gentleman steals all her money and jewels. Along comes Charles Bickford, retired New York racketeer, who helps her out of her financial difficulties and pays her to teach him to become a gentleman. Ah, you guessed it—romance! But to complicate matters she become engaged to the son of a famous senator. The Count attempts blackmail—more dirty work at the crossroads! Bickford murders the Count in self-defense, but the girl's testimony frees him. She loses the boy, but wins Bickford. Lois Moran gives an adequate performance as the heroine. Charles Bickford looks and acts his part in typical fashion while Victor Varconi as the menace plays his part as it should be played.

SELLING SEATS: Play up the new star combination. Feature Lois Moran in a new type of role. Tieup with bookstores on the popular selling novel.

FOR THE BOOK!

PICTURES REVIEWED BY ASSOCIATED PUBLICATIONS FOR 1931, WITH DATE OF REVIEW, WILL APPEAR DECEMBER 29.

WATCH FOR IT!

Surrender

Fox—69 Minutes

Cast: Warner Baxter, Leila Hyams, Ralph Bellamy, William Pawley, C. Aubrey Smith, Alexander Kirkland, Howard Phillips, Bert Hanlon, Tom Ricketts, Bodil Rosing, George Andre Beranger, Frank Swales, Joseph Sauers, Albert Burke, Jack Conrad. Directed by William K. Howard.

This picture, with a war background, is based on the novel, "Axelle," by Pierre Benoit. It could have attained a great screen success had its possibilities been more developed. As it is, the picture is slow, draggy and devoid of action. The point it tries to bring out is lost, for the picture is not compelling nor forceful enough to impress the audience. If it were not for the fine acting of Warner Baxter and Alexander Kirkland, this picture would have been a complete flop. Leila Hyams displays her dramatic ability in only one part of the picture—when she pleads for the life of Warner Baxter. The unusual architecture of the ancient castle also serves somewhat to attract the interest of the audience.

Briefly, the story concerns Warner Baxter, who is a French prisoner in the castle of a Prussian, Count Reichendorf (C. Aubrey Smith). While there he meets and falls in love with the beautiful Leila Hyams, a Prussian girl, and fiancee of Alex Kirkland, the Count's son. Leila fights against her love for Warner Baxter, but when the Armistice is signed and the war is over, she "surrenders."

This picture holds little interest for children because of its lack of action, although they may get a kick out of some of the "wisecracks" in the prison camp. "Surrender" is rather disappointing and a decided contrast to some of the really fine pictures Fox has produced in the past.

SELLING SEATS: Sell Warner Baxter and Leila Hyams on their past performances, not to overlook Bellamy and Kirkland, new Fox "finds." Don't play up the war angle as the fans are fed up on war stories. Stress the excellent photography.

SHORT SUBJECTS

Torchy Passes the Buck

Educational—17 Minutes

This one is a real rib-tickler, presenting further adventures of Sewell Ford's red-headed office boy. "Torchy," as usual, getting in bad at the office, tries to help out the son of his employer by picking up a deer, which has been shot out of season from the express office. The big laugh comes when "Torchy" runs with the buck and the persistent warden chases right behind him.

—— Merry Xmas ——

Stung

Radio—10 Minutes

Here's an interesting dramatic sketch with the punch in the climax. It is the first of Van Beuren's sketches based on the Liberty Magazine short stories, presenting a murder trial. Raymond Hatton is the dumb juryman and Maurice Black plays the accused.

—— Merry Xmas ——

The Unemployed Ghost

Paramount—20 Minutes

Another of the clever Tom Howard comedy skits. This one is very amusing along the same lines as the other Howard skits. Tom engages in some witty dialogue with a ghost who says he belongs to the unemployed. There is also a lot of mysterious clutching claw business to give the audience a creepy sensation.

—— Merry Xmas ——

Relativity and Relatives

Vitaphone—18 Minutes

Dr. Rockwell is shown as a relativity nut who escapes from an asylum and invades a college, where he has a great time with a professor and the students. The rapid-fire stage comedian delivers plenty of laughable gags and engages in some antics which are a scream.

—— Merry Xmas ——

Nanny

M-G-M—8 Minutes

Harry Lauder reel which is pretty good entertainment, carrying some good Scotch humor. Lauder again is seen on a stage appearing before a typical Lauder audience that laughs at whatever he does. He sings his famous "Nanny" song and breaks the verses with a monologue, peculiar to his talents.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

HOLLYWOOD is now satisfied that it's Clara Bow Bell, Rex and Clara have framed that Nevada marriage license to prove it and the celluloid city is beginning to believe that the pair might even be teamed in the "it" girl's comeback picture. In our estimation it would be a Bell ringer at the box office.

* * *

Harry Thomas, Monogram official and New York exchange head, visited the studios for a short survey of production activities. He found "Single-Handed Sanders," fifth of the Monogram series of eight westerns starring Tom Tyler nearing completion. Supporting cast includes Margaret Morris, Robert Manning, G. D. Woods, John Elliott, Hank Bell, Lois Bridge and Snowball. P. A. Charles directing with production under supervision of Trem Carr.

* * *

With his vaude tour of the Warner deluxe theatres completed, James Cagney is back in Hollywood all set to start work on his auto racing picture at the Burbank studios. The picture is tentatively titled "The Roar of the Crowd."

* * *

The following title changes have been made at Universal: The Slim Summerville-Zasu Pitts comedy-drama previously known as "Pudge" is to be released under the title of "Papa Loves Mamma." "Heart and Hand" with Walter Huston will reach the market as "A House Divided."

* * *

Marion Davies has started work on "Polly of the Circus," at M-G-M. This is her first appearance before the camera since she made "Five and Ten." Clark Gable plays the male lead.

* * *

It is now officially announced that Ruth Chatterton will make her bow as a Warner Bros. star in "The Rich Are Always With Us." Miss Chatterton has read the script and given it her approval. The story was supplied by E. Pettit. The star is to take an active part in selecting the players.

While Portland, Ore., is elated over the idea of filming drunken drivers for police evidence, Roy Pomeroy, technician wizard of Hollywood, says the idea is all wet. Pomeroy, who once made the Red Sea out of a couple of crates of gelatine, declares that a slight wobbling of the camera through inefficient operation could make a monkey out of the soberest man who ever walked a straight line.

* * *

M. H. Hoffman, Jr., George (Realtor) Hoffman, and Count Lapidus, Chryslered to San Francisco on a secret mission. Nobody knew the object of Hoffman, Jr.'s visit except Peter B. Kyne and therein lies the secret. M. H. conferred with the popular author on future stories. The result was five more Peter B. Kyne stories for production under the Allied banner.

* * *

Carl Laemmle, Jr. adds more youthful players to the Universal roster with the signing of Tom Brown, Arletta Duncan, Nedra Gillette and Gretchell Simpson. Tom Brown, the eldest of the group, is 18, and Arletta Duncan, the youngest, is 16. Brown played on the legitimate opposite Sylvia Sidney in "Many a Slip," Gretchell Simpson played stock in Massachusetts, Arletta Duncan is a New Orleans beauty contest winner, and Nedra Gillette a college girl whose tests won her the lead opposite Slim Summerville in his next comedy.

* * *

The father of Marion Davies was admitted to the practice of law in California. He is Bernard J. Douras, former Brooklyn, N. Y., judge.

* * *

RKO - Radio Pictures' "Girl Crazy," first big musical extravaganza to be filmed in over a year, was further strengthened with the addition of Mitzi Green to an all-star cast. Already assigned roles are Bert Wheeler, Robert Woolsey, Dorothy Lee, Eddie Quillan, Ivan Lebendeff, Ken Murray and Arline Judge.

Loretta Young still has hopes of seeing New York. She has been planning a trip to the big city for many months but owing to demands of the studio production schedule has been forced to postpone it once more. The trip is postponed this time due to her co-starring with Winnie Lightner in a new comedy, as yet untitled, which goes into immediate production.

* * *

Notwithstanding rumors to the contrary, H. H. Hoffman, Jr., of Allied Pictures Corp., wishes it clearly understood that Security Pictures, Inc., of Chicago, I. W. Mandel, president, and no other company has the distribution of the Hoot Gibson specials and the Stage Classics for the Chicago, Indianapolis, and Milwaukee territories.

"No contracts for that territory have been negotiated for nor entered into with any distributor for the Allied product of the season 1932-33. This product will not be offered to franchise holders in any territory until January at the earliest," Hoffman advises.

* * *

Trem Carr, Monogram vice-president and production head, Mrs. Carr and their daughter, Carmen, have left the celluloid city for St. Louis to spend the holidays with relatives there. The Carr family is making the trip by motor and will return January 1. Production Manager Paul Malvern is in charge of production at Monogram studios during Carr's absence.

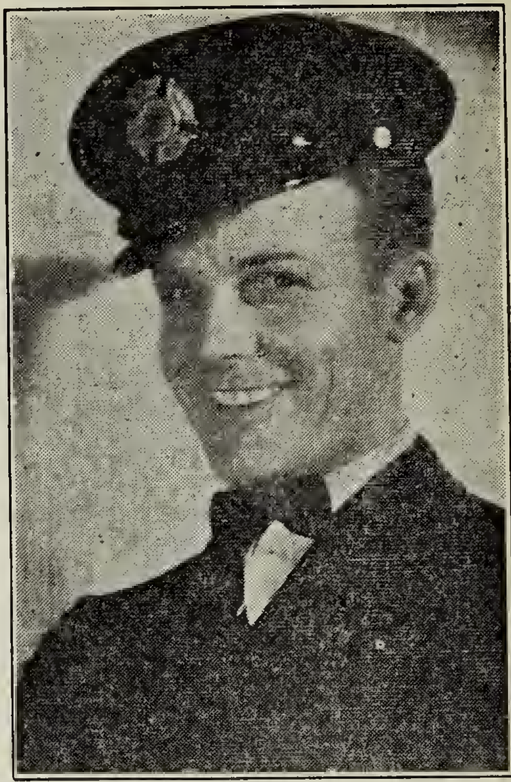
* * *

The latest Laurel and Hardy comedy now in production at the Hal Roach studios, originally titled "Top Heavy," has been changed to "Words and Music." James Parrott is directing.

* * *

Sidney Franklin has been assigned the direction of "Smilin' Thru" starring Norma Shearer. The assignment was awarded Franklin after M-G-M executives viewed the completed version of "Private Lives" in which Franklin directed the star.

WE MEET



REX BELL

With the press announcing to the world at large that Rex Bell is now a benedict, I am satisfied that I gathered the right meaning of his cautious attitude during our interview at the Monogram studios just a few days previous to the big event. No sooner had Rex finished a romantic lead in "The Law of the Sea," than he launched upon the sea of matrimony changing the name of the famous "it" girl from Clara Bow to Mrs. Rex Bell. Hollywood got a big surprise—we got a post card!

Following a period of five years under the Fox banner to become known as a western star prior to the exit of westerns with the coming of talkies, Rex decided to free lance. I am inclined to believe that he wrote finis to his western roles with his appearance in support of Tom Tyler, Monogram western star, in the Universal serial, "Battling With Buffalo Bill."

His departure from the western field comes about through Trem Carr giving him the lead in "Forgotten Women," Monogram melodrama. Faith in this young man's ability resulted in Monogram taking him away from a line of slow-moving parts to feature him as a wise-cracking newspaper reporter. He acquitted himself so well that Monogram signed him up again for their next melodrama, "Law of the Sea," giving him a romantic lead with Sally Blane, supporting William Farnum. Monogram's faith has been justified by the practically unanimous verdict of reviewers.

Congratulations, Mr. and Mrs. Rex Bell! May the bells of Yuletide ring in harmony for your happy and prosperous journey throughout the years to come.

Ramon Novarro gets a Christmas present in the way of a long-term contract with M-G-M. Under the terms of the contract, Novarro becomes both a star and director.

KINE-QUIPMENT

NEW DEVELOPMENTS
in
THEATRE EQUIPMENT

Illumination's Prize Award

What It Is---How It May Be Won

With the announcement by the Beaux Arts Institute of Design, the American Institute of Architects, and the Illuminating Engineering Society of the founding of the Illuminating Engineering Society Prize, a comprehensive educational plan for study and research in the art of illumination has been set in motion.

While illumination has been an important consideration in the erection of modern buildings, the Illuminating Engineering Society Prize marks the beginning of a new era for illumination wherein it is recognized as an integral part of the architecture of our present-day structures and, as such, becomes the architect's newest medium with which to work.

The prize has been founded by the Illuminating Engineering Society and provides for annual prizes totalling $1,500 The fund is to be administered for the Society by the American Institute of Architects The educational work and the competitions which will be held annually, and for which the $1,500 prize has been provided, will be under the direction of the Beaux Arts Institute of Design.

The Beaux Arts Institute of Design was organized a quarter of a century ago by the Society of Beaux Arts Architects for the advancement of architectural education in America. The members of the Beaux Arts Society are selected from those men who have obtained their architectural education, at least in part, at the Ecole des Beaux Arts, in Paris, and its membership include many of the foremost architects in America. The Beaux Arts Institute of Design reaches over three thousand architectural student in the United States, and at times in foreign countries, who will be eligible to compete for the prize. The students are scattered among sixty-seven universities and many Ateliers, which are conducted by prominent architects in various cities to enable talented men who have not had the opportunity of going to college to compete, through evening study, in the Beaux Arts competitions.

Schedule Each Year

Each year a schedule is published by the Beaux Arts Institute of Design listing a number of architectural problems for the various competitions to be held throughout the year. At certain specified times, printed details of the individual competitions are released throughout the country simultaneously and the students are given a limited number of hours in which to rough out their solution of the problem. After that they are given a specified number of weeks to further develop their ideas into completed architectural renderings. These renderings are judged at each of the schools, and the best are selected to be sent to the Beaux Arts Institute of Design for final judgment. Under the rules of the competition, a student may not deviate in any substantial degree from his original rough sketch, which is resubmitted with his final scheme.

The renderings are all judged anonymously by juries composed of many of the most prominent architects in the profession. In this manner, a student, who may be working in a smaller locality may have the benefit of the criticism and suggestion of the most talented architects.

The prize takes its place among the other major prizes in the Beaux Arts program and a problem in illumination will be included each year. Heretofore, illumination, while it has been considered an important part of any structure, has been treated as a thing to be applied to a building after it is completed. It has seldom been considered as an architectural element while the design of a building is being developed. As a result of this, architectural students have not had the opportunity to learn much about the science of illumination which has developed in the last twenty years; and by the same token, the Illuminating Engineers of the country, who have played such an important part in the development of this science, have had little opportunity to develop the application of this new science at the inception of architectural designs.

Problem Includes Theatres

Under the Illuminating Engineering Society Prize a committee of four members of the Illuminating Engineering Society will be selected to work jointly with the educational committee of the Beaux Arts Institute of Design. The Illuminating Engineering Society will select for membership on this committee men whose achievement in the field of illumination have won conspicuous recognition. The joint committee of architects and illuminating engineers will select a problem each year which, in their opinion, will provide the greatest educational value in the use of light as an element in architectural design. These problems may be the lighting of an exposition, theatre, railway station, an exclusive retail store, or perhaps a simple problem of lighting a home.

The specific problem that is finally selected will be referred to the committee of Illuminating Engineers to determine what they consider as adequate illumination. These requirements will be definitely stipulated in the program that is sent out when the competition begins. When the first rough sketches are completed, the joint committee will review them and select a limited number which indicate the most meritorious solutions. This selected group will then enter into final competition and their rendering will be judged at the Beaux Arts Institute of Design, in New York by a jury of prominent architects and the committee from the Illuminating Engineering Society

The prize will be awarded each year at the annual convention of the Illuminating Engineering Society. The recipient of the prize will report to the committee on the results obtained by his subsequent studies and travel. The Illuminating Engineering Society will make available, through its members throughout the United States, such data on illuminating engineering as may be helpful to architectural students.

The entire competition will be conducted in a manner which will provide a great opportunity for architects to educate themselves in the science of illumination, and will also enable the illuminating engineer to study the art of illumination from the architectural viewpoint.

PORTABLE ARC LAMP

Strong Electric Corp. Announces New Unit

A new type portable reflector arc lamp, designed for projection of 34 or 16 mm. film, has been announced by the Strong Electric Corp., of Toledo, Ohio.

The lamp operates with current from 8 to 16 amps., weighs less than 25 pounds, is 18 x 12 x 10 inches in size and is said to be especially adapted to use with sound equipment.

"MULTI" IN BLACK

Hughes Company After Big Business

Hollywood — Under the new management, headed by Frank E. Garbutt, Howard Hughes' Multicolor Company, is making a serious bid for the laboratory business of the industry.

As a result of rigid operating economies inaugurated by Garbutt, and new business already obtained, Multicolor has weathered its financial crisis and is now operating at a profit. Net earnings for October, according to company officials, were $1,379.61. The November statement is expected to show profts which will equal or better this figure.

These statements were made by Howard Hughes, together with the announcement that a deal had been closed with Joseph M. Schenck for Multicolor to make the "dailies" and all release prints of all United Artists pictures.

—— Merry Xmas ——

CANADA SOUND JOBS

Most Dominion Houses Are Now Wired

More than three-fourths of the 899 regularly-operated theatres in the Dominion of Canada, are now wired for sound, according to a Film Year Book survey.

The situation, by provinces, is now as follows: Alberta, 96 out of 110 wired; British Columbia, 81 out of 103; Manitoba, 105 out of 139; Martitime Provinces, 62 out of 90; Ontario, 258 out of 300; Quebec, 125 out of 157.

—— Merry Xmas ——

NEW AMPLIFIER

Radiart Corp. Markets All-Electric Unit

A new all-electric amplifier, adaptable to sound-on-film or disc or microphone, and designed especially for use in connection with theatre sound systems, has been placed on the market by Radiart Corp. of Cleveland.

Bernhard New Head of Warner Circuit

New York — Joseph Bernhard, formerly a vice-president of Warner Bros. Theatres, has been appointed general manager of the circuit and its subsidiary, Stanley Company of America, Harry M. Warner announced here last Wednesday.

Bernhard, who has been closely associated with Warner for the past year, succeeds Dan Michalove. Michalove will continue with the organization in an executive capacity.

Bernhard was formerly president of the Albert Greenfield Company, dealers in theatrical and other real estate, in Philadelphia.

—— **Merry Xmas** ——

CLEVELAND SUIT

An Outgrowth of Schiller-Exhib. Confab—Hess

New York — Gabriel L. Hess, general counsel for the Hays organization, stated last week that the Cleveland suit—reported in this publication last Tuesday—appeared to be an outgrowth of deliberations between subsequent-run Cleveland exhibitors and E. A. Schiller, Loew's, Inc., concerning zoning and protection plans. Hess said that all points asked by the independents were granted.

"Colonel Schiller even went so far as to inform distributors of changes in contracts, made necessary by the concessions granted the subsequent-run exhibitors, who agreed on the plan, left for Cleveland, failed to acknowledge the agreement, as drawn, and were not heard from until the action was filed in their city," Hess declared.

—— **Merry Xmas** ——

Sylvia Sidney Re-Signs

Hollywood—Sylvia Sidney, who made her screen debut only six months ago, has signed a new Paramount contract which will continue her services with the company for a long period Miss Sidney is preparing to start work with Chester Morris as the leading players in Paramount's talking production of "The Miracle Man."

A "Parade" Flop

Baltimore — M-G-M's second revived silent, "The Big Parade," silent with synchronized accompaniment, did such little business at the Stanley that it will go into the small continued-run houses, Valencia and Parkway, instead of the deluxer.

Warner Vote

(Continued from page 10)

son died working for the company. I have always had an ambition to develop that boy of mine so that he could carry on when I am gone. But now he is gone. We have no secrets in our business. If the company is not molested by individuals who are not serious in their intentions, our business is so arranged that barring an act of the Lord it will succeed against all competition.

Officers of the company said that approval of the proposal would place the firm in a better position to meet future emergencies. Six retiring directors were re-elected for two years. These are: H. M., Albert and Jack L. Warner; Abel Cary Thomas, Waddill Catchings and Henry A. Rudkin.

Reply was filed by the company to the receivership suit brought by Jules Endler of Passaic, N. J. The answer denies various allegations about the company's financial position.

It states that the corporation has cash in banks exceeding $4,000,000 and has well-established bank credit for a large amount, but has not had to make use of this credit and therefore has no bank loans outstanding.

Obligations are being paid at maturity and current bills are being discounted, the reply says. While some of the company's theatres are closed, this is merely a matter of sound business policy under present economic conditions, it is stated. Payment of exorbitant salaries is denied. It is admitted that the last two preferred dividends were paid from surplus.

—— **Merry Xmas** ——

SCORES FED. TAX

Theatres Couldn't Survive Says Pettijohn

New York—The theatre industry cannot afford to pay a gross sales tax of 10 per cent. So stated C. C. Pettijohn of the Hays office last week. "There is not a theatre in America making a profit of five per cent on its gross intake," he declared.

"The majority of theatre owners in the United States would be tickled to death to have the State or Federal Government take over their theatres, pay the exhibitor a fair salary for running his theatre and give him two or three per cent of the gross intake for his investment," Pettijohn said.

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Displav Rates on Request.

THEATRES FOR SALE

ONLY THEATRE in town; population 1,250; nice locality. Savoy Theatre, Prague, Okla. 12-22

EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

THEATRES FOR RENT

FOR RENT—Patio Theatre, St. Petersburg, Fla. A modern de luxe theatre, 1,000 seats, with stage for legitimate productions; completely equipped, Western Electric sound equipment, Simplex projectors. Last census reports permanent population about 40,000 and with tourists 125,000. Terms reasonable. Possession immediately. Apply George B. Williams, Hotel Miller St. Petersburg, Fla. x12-22

MISCELLANEOUS

NEW YEAR'S "WHOOPEE" SUPPLIES — Wholesale prices. Confetti, $1.75 per hundred regular 5c bags; serpentines, $2.95 thousand rolls; noisemakers, $3.75 to $4.75 hundred. Hats, balloons, etc. 25% with order, balance C.O.D. Ludtke's, 509 Myrtle, Davenport, Iowa. 12-15

POSITIONS WANTED

EXPERIENCED sound projectionist—Results guaranteed; well equipped; do own service and projector repairing; progressive, reliable. Otis H. Butler, Box 88, West Point, Iowa. 12-23

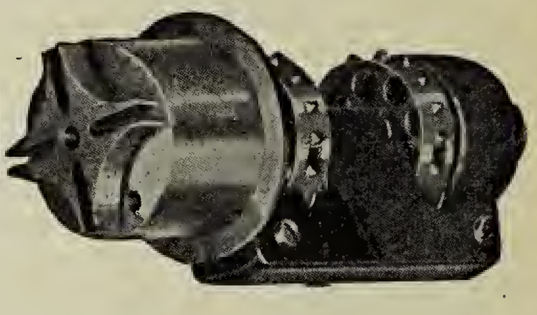
MOTION PICTURE sound projectionist wishes position. Write Projectionist, 1317 Avenue D, Galveston, Texas. 1-12

POSITIONS WANTED (Contd.)

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

AT LIBERTY — Operator ten years' experience sound on film and disc. Go any place. Good reference. Box 323, Burke, S. D. 1-12

NEW YEAR ISSUE
December 29



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002

Here is your Handy "Ad Order" Blank

Associated Publications, Inc.
4704 East Ninth St.

(Send Cash With Order) } **10c a word; 4 insertions at price of 3**

Kindly insert the following ad ________ times in your "CLEARING HOUSE" Section, running through ALL TEN of the ASSOCIATED PUBLICATIONS.

(Don't forget to count words in name and address that is to appear in the ad)

I AM THE MOTION PICTURE

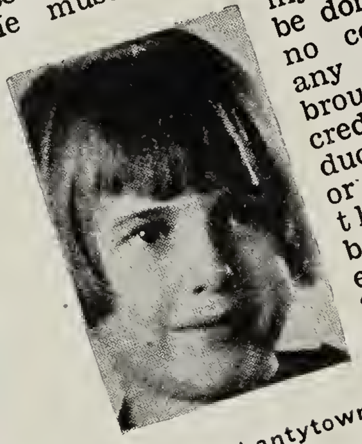
I AM the Haven of Refuge. . . I am the Lethe of Everyman. . . I am Warmth and Color and the Richness of Living. . . I am Dreams and Humanity. . . I am Laughter. . . I am Surcease for Sorrow and Antidote for Pain. . . I am the Giver of Rest and Peace and the Keeper of Happiness. . . I am a Teacher decrying Sin and Folly and lamenting Treachery. . . I am a Preacher with sermons to broaden the Vision of Everyday. . . I am Magic whispering Glory and painting worlds of Splendor. . . I am Ambition stirring the hearts of the Downcast. . . I am Imagination opening exotic new vistas of loveliness. . . I am Radiance, glorifying the Commonplace. . . I am Education telting of foreign lands and strange peoples. . . I am Democracy reaching out to give generously and alike to Rich and Poor, Courageous and Week. . . I am the Mirror in which all of life is reflected . . I am a Universal Language speaking in a tongue understandable to the old man and the child. . . I am Beauty putting meanness in the shadows and shedding new light on mankind. . . I am Arcady where men may reclaim the fresh wonder of Youth and Ideals. . . I am Utopia where one may live Life as he Will. . . I am an Oasis of Respite where one may drink deep of new founts of succor —where one may leave to return to Reality with Hope rejuvenated and Courage strengthened.

Dedicated to the Motion Picture by
ASSOCIATED PUALICATIONS, *Inc.*

A good picture for anyone to see!

JACKIE COOPER SHOWS HIGH TALENT IN 'SOOKY'

Robert Coogan Shares Laurels in Sequel to "Skippy;" Taurog's Sparkling Realism Wins Praise



from Shantytown

JACKIE COOPER comes to the screen with another amazing performance in "Sooky," and Robert Coogan plays so well that he must be mentioned immediately, that no injustice may be done. Surely no co-stars of any age ever brought more credit to a production, stage or screen, than these little boys who rocketed to fame in "Skippy." This sequel to "Skippy" has the same tender appreciation of the psychology of boyhood. The story is of the heart, not the head, but remains logical and quite possible of happening in any American town. Those who have boys of the age of these will be astonished to hear from the screen almost exact quotations from their own youngsters, so definitely do lines and plot follow every-day family life.

It is nothing less than a wonder that Norman Taurog, in his direction, should repeat the high success of "Skippy," and that the dialog and screen play should sparkle and surprise in the same authentic manner. The preview audience — even those who came from the studio and were thoroughly familiar with every detail—giggled and laughed and cried straight through, with happy forgetfulness of everything except what was happening on a square of white cloth out in front.

Back of this screen success, of course, is the genius of Percy Crosby, the comic strip artist who wrote the story and who knows the hearts and minds of little boys because he loves them.

The principals of "Sooky" are all the same as those of "Skippy," but they cannot be just the same again should other pictures be made of these happy playmates. Sooky's mama dies in this picture, and Sooky goes to live with Skippy.

All these capable persons—Jackie Searl, Willard Robertson, Enid Bennett, Helen Jerome Eddy—support the child stars with sympathy and understanding. Harry Beresford, as an aged indigent who is carried away to the country farm despite Skippy's pleading contributes an episode of remarkable power and pathos.

"Sooky" is a good picture for children to see. It's a good picture for parents to see. Also for old folk to see. A good picture for anyone to see. See "Sooky." It will do you good.

—HOLLYWOOD HERALD

CHRISTMAS

VACATION

CLEAN-UP

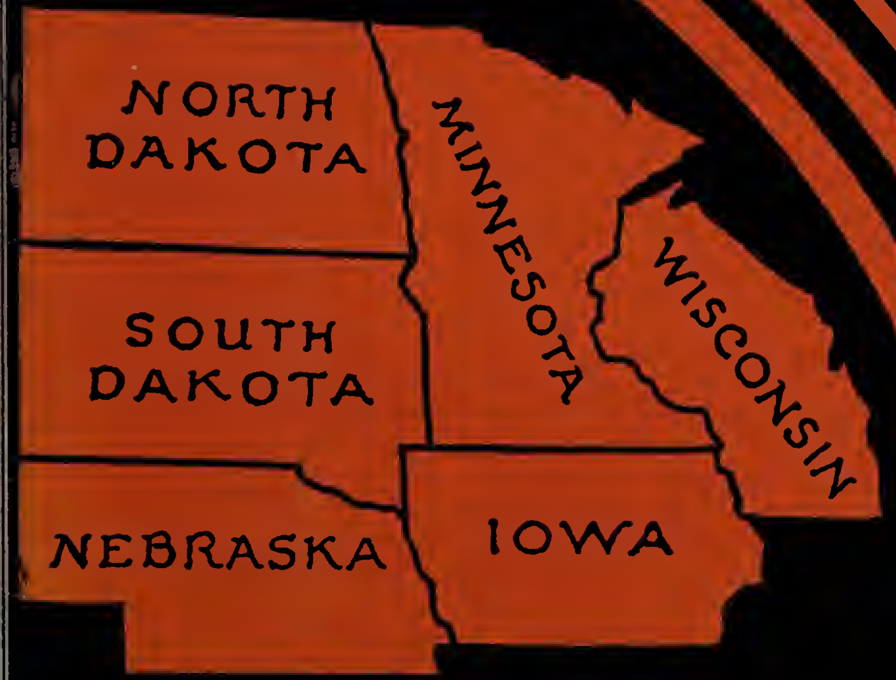
PARAMOUNT

NEW SEASON

MONEY MAKER

DEC. 29, 1931
VOLUME XIII NUMBER 6

MOVIE AGE


NORTH DAKOTA
MINNESOTA
WISCONSIN
SOUTH DAKOTA
NEBRASKA
IOWA

STATE CHARGES WISCONSIN DISTRIBUTORS WITHHOLD INFO IN MONOPOLY PROBE

DISTRIBUTORS VIEW APPROACH OF NEW YEAR WITH CONFIDENCE

DEADLINE CHANGES KEEP TWO TWIN CITY RKO HOUSES DARK

ASSOCIATED PUBLICATIONS
NATIONAL IN SCOPE
LOCAL IN SERVICE
AP INC

BUILD Good Will and BETTER BUSINESS

HERE'S HOW

MOVIE GOSSIP

costs you only $25 per thousand copies . . . and there are many ways to get back this money . . . Ask us!

Will you spend 2½ cents per month to get a new patron . . . and bring her back again and again?

Increase Patronage

Distribute This Snappy Fan Magazine in Your Town

WRITE FOR DETAILS USING THIS COUPON→

MOVIE GOSSIP,
32-34 West 20th St.,
New York, N. Y.

Without obligation please send me copy of the current issue of MOVIE GOSSIP.

Name____

Street address_____________________________________

City________________________ State_____________

Theatre____

MOVIE AGE

M. E. CUFFEL, Editor and Mgr.
945 Andrus Bldg.
Phone—MA. 6957
MINNEAPOLIS, MINN.

Wis. Monopoly Pot Aboil

State Dept. Charges Distribs. Withhold Info. Necessary for Probe; May File Complaint.

Milwaukee, Wis.—Secret investigations being carried on during the past several months by the state department of agriculture and markets have reached the stage where the department is reported to be considering filing a complaint with the Milwaukee county district attorney urging him to start proceedings against local distributors for withholding material in the investigation.

Milwaukee distributors are withholding information, it is charged, until they receive permission from their home offices to allow the department to examine their records.

Charges have been lodged with the department that independent motion picture houses are being discriminated against by distributors and chains. It is charged that first run independents are prevented from getting good pictures and that second run independents are forced to wait too long for their pictures.

—— **Happy New Year** ——

Two RKO Houses Will Remain Dark

New York Deadline Change Removes Theatre From Local Situation.

As a result of an eleventh hour change of plans, the RKO Seventh Street Theatre, Minneapolis, and President Theatre, St. Paul, will remain dark indefinitely.

Both houses were scheduled to re-open Christmas day after having been closed for a month. The picture "Her Majesty, Love," was set in as the opening attraction and newspapers carried display ads last Sunday and Monday announcing the re-opening.

Because of the present uncertain conditions, Morgan Ames, RKO division manager, had opposed the reopenings, feeling that the circuit would be money ahead if the theatres were kept closed. After a telephone conversation with the New York office Tuesday, the decision was reached to eliminate the houses from the Twin City situation for the time being.

(Continued on page 8)

Keep Board Head

M-G-M Manager Re-elected Unanimously; Second to Hold Three Terms. Johnson V.-P.

W. H. Workman, manager of the Minneapolis M-G-M exchange, will continue as president of the Minneapolis Film Board of Trade for another year.

He was re-elected unanimously and has the distinction of being the second person ever to hold the office for three consecutive terms. The other was Tom Burke, now with Tiffany.

Mike Frisch, RKO exchange manager, was elected vice-president, succeeding Harold B. Johnson of Educational.

The board of directors will comprise the president and vice-president; Joe Garrison, Universal; Joe Lorenz, Fox, and H. B. Johnson, Educational.

TESTING VAUDE

Publix Results Said to be "Spotty"

Publix is testing vaudeville throughout the territory as a business booster. Results thus far have been spotty, according to reports at the home office.

The vaudeville includes small revues, mind readers and novelty acts. Among towns used for tryout purposes have been Rochester, St. Cloud and Virginia, Minn., and Eau Claire, Wis.

In situations where a real demand is indicated for flesh-and-blood numbers the vaudeville will likely be continued as a steady diet.

—— **Happy New Year** ——

GOLDHAMMER BACK

Former Warner Manager Making New Plans

After having resigned as Warner Brothers' district sales manager in New York, L. E. Goldhammer is back in Minneapolis, entertaining several offers, but not definitely decided yet in regard to his future plans.

Goldhammer was manager of the Minneapolis Warner Brothers-First National exchange for several years and left that post recently to accept the promotion in New York.

—— **Happy New Year** ——

New Sound House

Green Bay, Wis.—Installation of Western Electric sound equipment at the Orpheum Theatre here has been completed according to Miss Virginia Den Dooven, managing director of the theatre.

Happy New Year

By M. E. CUFFEL

A HAPPY New Year's to all Movie Age friends and subscribers.

"Prosperity is just around the corner" has come to be a standing joke. But this publication is firmly convinced that at least better times are in store for business generally and the movie industry in particular the ensuing 12 months.

Economists seem agreed that some measure of recovery will be experienced. The belief in authoritative circles is that the worst of the depression has been passed and that a gradual betterment will be recorded, starting some time early in 1932.

The difficult economic and political problems respon-

(Continued on page 4)

UNION TAKES CUT

Two - Man Booth, However, in Manitowoc

Manitowoc, Wis.—Union operators here have accepted a 21 per cent cut, but the two-operator plan, which has been fought by local exhibitors, will continue in force. Prior to reaching an agreement in the matter, prospects of a strike by the operators was imminent.

Prospects were that the city council would draw up and pass an ordinance requiring two men in the booth, but following the settlement of difficulties, it was stated that the proposed ordinance would not be affected.

Kris Kringle Leaves Mark on Local Rialto

Average Weekly Gross Figured as 100 Per Cent

Minneapolis (week ending Dec. 25)—Pre-Christmas business fell to the expected depth. Traditionally the poorest period of the entire season, no exception was recorded this year. Even such a fine picture as "Over the Hill" at the Minnesota failed to draw satisfactorily, although critics and patrons heaped wholesale praise upon it. Other pictures which pleased customers exceptionally well included "X Marks the Spot" at the Lyric and "In Line of Duty" at the Aster. Critics differed over the merits of "Consolation Marriage" at at U. A. Pantages, one of them calling it an outstanding drama of the year and another labeling it as just so-so. "Husband's Holiday" at the State seemed to satisfy patrons, but the critics were severe in its condemnation.

Aster—**In Line of Duty** (Monogram), Sue Carol, James Murray. **Business:** 75 per cent. **Summary:** An exciting melodrama of the Northwest mounted police. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, comedy, screen vaudeville.

Lyric—**X Marks the Spot** (Tiffany), Lew Cody and Sally Blaine. **Business:** 75 per cent. **Summary:** A thrilling and fast moving drama of a tabloid newspaper columnist who solves a murder mystery. **Entertainment Merits:** 80 per cent. **Short Subjects:** Sound news, comedy, screen vaudeville.

Minnesota—**Over the Hill** (Fox) James Dunn, Sally Eilers and Mae Marsh. **Business:** 60 per cent. **Summary:** A deeply moving and gripping drama of mother love and a son's devotion; sure to please everybody; fine entertainment for the entire family. **Entertainment Merits:** 85 per cent. **Short Subjects:** Sound news, stage show, Silly Symphony.

RKO Orpheum—**Secret Service** (Radio), Richard Dix. **Business:** 95 per cent. **Summary:** An outmoded and unbelievable melodrama of the Civil War with a familiar romance of a northern soldier and southern girl. **Entertainment Merits:** 70 per cent. **Short Subjects:** Stage show, sound news and cartoon comedy.

State—**Husband's Holiday** (Paramount), Clive Brook and Charles Ruggles. **Business:** 40 per cent. **Summary:** A trite and unconvincing story of an erring husband and a wife who forgives. **Entertainment Merits:** 75 per cent. **Short Subjects:** Sound News, comedy, screen vaudeville.

U. A. Pantages — **Consolation Marriage** (Radio), Irene Dunne and Pat O'Brien. **Business:** 35 per cent. **Summary:** A somewhat slow moving drama of the complications ensuing when a young man and woman marry each other after being jilted by those they really love. **Entertainment Merits:** 80 per cent. **Short Subjects:** Cartoon comedy; murder mystery series, sound news.

—— **Happy New Year** ——

MILWAUKEE

Alhambra — **A House Divided** (Universal), Walter Huston, Kent Douglass, Helen Chandler. **Business:** 90 per cent. **Summary:** A triangle involving a father and son for the love of a girl. The setting is that of a tiny fishing village with the photography of the best. **Entertainment Merits:** 90 per cent. **Short Subjects:** Universal Newsreel, comedy.

Garden—**Way Down East** (D. W. Griffith), Lillian Gish, Richard Barthelmess. **Business:** 85 per cent. **Summary:** A revival of the popular silent picture. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; newsreel.

Palace—**The Champ** (M-G-M), Jackie Cooper, Wallace Beery. **Business:** 100 per cent (second and final week). **Entertainment Merits:** 90 per cent. **Short Subjects:** Paramount News; Magic Carpet; Comedy.

Riverside—**Bad Company** (RKO Pathe), Helen Twelvetrees, Ricardo Cortez. **Business:** 100 per cent. **Summary:** Another gangster tale none too entertaining in its make-up. **Entertainment Merits:** 80 per cent. **Short Subjects:** Vaudeville.

Strand—**Husband's Holiday** and **Too Many Cooks** (Paramount and RKO-Radio), Clive Brook, Vivienne Osborne and Bert Wheeler, Dorothy Lee. **Business:** 105 per cent. **Summary:** Good acting and an entertaining vehicle marks "Husband's Holiday," while "Too Many Cooks" is just average entertainment. **Entertainment Merits:** 85-80 per cent. **Short Subjects:** Comedy and newsreel.

Warner — **West of Broadway** (M--GM), John Gilbert, Lois Moran. **Business:** 85 per cent. **Summary:** The story of a disgruntled war veteran who marries a girl he knows only slightly because he believes he has but a short time left to live. **Entertainment Merits:** 85 per cent. **Short Subjects:** Comedy; Paramount News.

Wisconsin—**His Woman** (Paramount), Gary Cooper, Claudette Colbert. **Business:** 100 per cent. **Summary:** Ricardo Spiro, a chubby baby less than a year old, is the big attraction in this story of a captain of a freighter and a dance hall entertainer. **Entertainment Merits:** 85 per cent. **Short Subjects:** Fanchon & Marco Idea; Fox News.

—— **Happy New Year** ——

Sam Shirley Visits

Sam Shirley, M-G-M district manager, was a Minneapolis visitor last week. During his visit, M-G-M previewed "Hell Divers" and "Mata Hari," two forthcoming releases which are expected to prove box-office sensations in the territory.

—— **Happy New Year** ——

Good Booking!

Movie Row, Minneapolis, is pointing to "Sooky" at the State last week as an example of good booking." With school children on vacation the kid picture was a box-office natural.

FRED REETHS WINS

Sheboygan Manager Gets Warner Prize

Sheboygan, Wis.—First prize of $100 was awarded Fred Reeths, Jr., manager of Warner's Sheboygan and Majestic Theatre, in the November contest among the managers of the 45 Warner Bros. theatres in Wisconsin, Illinois and Indiana. Increased business exploitation and the quality of newspaper advertising were the factors judged in connection with the contest.

Reeths was formerly manager of Warner's Granada Theatre in Milwaukee and his exploitations have been numerous and varied. In connection with the showng of "The Ruling Voice" recently several thousand cards with a firecracker attached and bearing the following copy were distributed:

"We don't need this to make a noise for 'The Ruling Voice,' with Walter Huston, Loretta Young and David Manners. It's so sensational; Like a flash of lightning everybody in Sheboygan will talk about it for weeks."

A Thanksgiving program of four pages bearing advertisements from both the Sheboygan and Majestic was promoted by Mr. Reeths at no cost to the theatre and gotten out by the employes. Employes' names which appeared on the front page of the program besides Mr. Reeths' were Jack Stewart, assistant manager, Sheboygan Theatre; E. Houseman, assistant manager, Majestic Theatre, Lorraine Artman and Alvera Mayer, cashiers, Sheboygan Theatre; Janet Herman and Rosalie Rakow, cashiers, Majestic. Leo Schussler, doorman, and C. Mannebach, R. Hoffman, L. Vander Bloemen, and H. Passmore, ushers.

—— **Happy New Year** ——

Duluth Fire

Crossed-wires in the box office causes a slight blaze in the Lyric (Publix) Theatre, Duluth. The damage was slight.

Happy New Year

(Continued from page 3)

sible for current conditions are being faced and tackled. Progress is being made toward their solution. Painful but necessary readjustments are in process of completion. In short, the way gradually is being cleared for a return to normalcy.

If, then, what we expect and hope for materializes, it will be, indeed, a happy New Year's for all engaged in the movie industry and especially, we believe, for those exhibitors who book intelligently the improved product now being made available for them and who display the proper sort of showmanship in selling their goods.

Let us look forward to 1932 with hope, confidence and a determination to make the ensuing 12 months a happy and prosperous period.

Cinemaphone Now Offers!

To Theatres of 500 Seats or Less

An Outstanding Value

IN LOW PRICED SOUND EQUIPMENT

THESE FEATURES

FAMILIAR TO HUNDREDS OF CINEMAPHONE USERS:

- PRESTIGE
- QUALITY REPRODUCTION
- CONSISTENT PERFORMANCE
- EFFICIENT SERVICE
- RIGID INSPECTION
- ENGINEERED INSTALLATIONS
- LATEST DESIGN
- PRECISION MANUFACTURE
- EXACTING SPECIFICATIONS
- PATENT PROTECTION
- LOW PRICE
- LIBERAL TERMS

ARE NOW AVAILABLE TO SMALL THEATRES IN THIS NEW EQUIPMENT

Special Limited Offer on Immediate Sales.

Write at once for Details

Cinemaphone Insures Complete Satisfaction. Truly a Profitable Investment.

SOUND *Cinemaphone* SYSTEM

"Quality Has No Substitute"

ELECTRICAL REPRODUCTION CO.
1706 Foster Ave., Chicago

Western Sales Division: 512 Exchange Bldg., 1207 Grand Ave., Kansas City, Mo.

THE PUBLISHER'S PAGE

Enter 1932

WHAT is 1932 going to bring? No one can say definitely. But one thing is certain—better pictures are bound to come from the sad lessons taught in 1931 to producers who have seen their own theatres dip deep into red ink from the showing of poor pictures. Nineteen thirty - one has seen false values become deflated. It has taught bitter lessons to the boys who could ride with the tidal wave of prosperity, for which they did not have to work, but who could not think when hard thinking and hard work were necessary. It has brought back the importance of personalities, of individuals, not committees, in the management of production affairs, distribution and theatre operation. It has implanted full knowledge of the value of showmanship in a business that has little else to sell. It has been a bitter pill, but the patient is better off by having taken it.

THOSE exhibitors who have been able to keep their theatres in operation in the face of existing economic conditions, made worse by a long run of poor pictures and by an over-feeding of a long run of two particular cycles, are bound to prosper in the new year in which better pictures and a better releasing schedule seem assured. Despite the calamity howlers we still have a great deal of faith in the motion picture industry and its leaders. This business was the last to feel the depression and, coming on the tail end of the deflation of all businesses, it is going to be the first to recover. It is not on its last legs as some would have us believe—it is firmly on its feet, with its head up, and with its mind clear as to what it needs to do to enjoy complete health and prosperity.

GOOD pictures will restore the public's confidence in motion pictures as the popular entertainment, which in turn will make for theatre prosperity and for the prosperity of every component branch of this industry. Briefly, good pictures are the cure for the industry's financial ills. We are not saying anything new, only reiterating a well-known fact, having said above that producers realize the need for their making better pictures upon which their success entirely depends.

THE year just closing had us all on the defensive; we were simply trying to hold our ground. Nineteen thirty-two will be a year for fighters. It will reward men with courage and new ideas; it will reward exhibitors who go out after business; it will reward all of the people of this industry who take their jobs—not themselves—seriously and fight for earned recognition by sheer merit of their work.

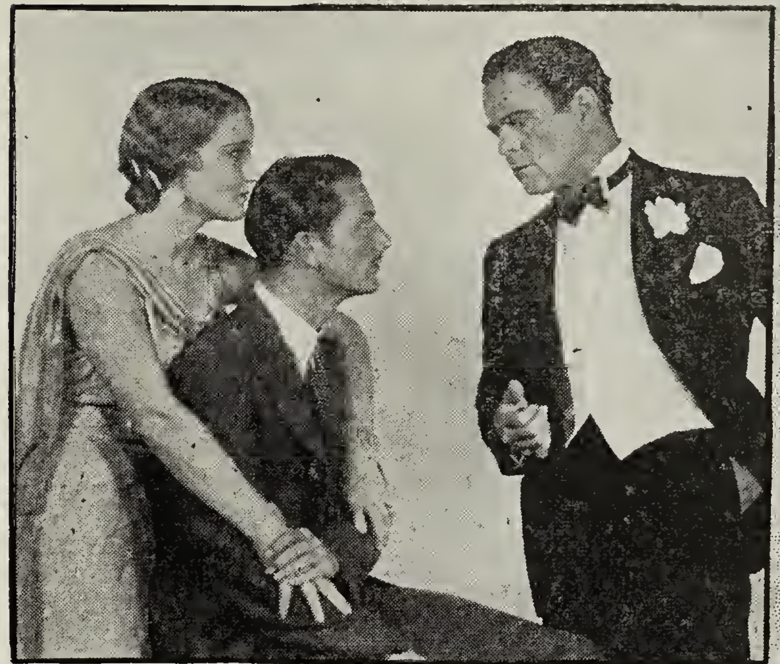
Welcome, 1932!

BEN SHLYEN, *Editor-in-Chief*
WM. G. FORMBY, *Managing Editor*

Associated Publications, Inc., General Offices: 4704 E. 9th St., Kansas City, Mo. Ben Shlyen, President; H. F. Steen, Vice-Pres.; Wm. G. Formby, Secretary. New York Office: 551 Fifth Ave., Chas. M. Mersereau, Mgr.; Chicago Office, 1018 So. Wabash Ave., Calvin Hermer, Mgr.
The Associated Publications are: FILM TRADE TOPICS, San Francisco, Cal.; MOTION PICTURE TIMES, Dallas, Texas; THE REEL JOURNAL, Kansas City, Mo.; MOVIE AGE, Minneapolis, Minn.; MOTION PICTURE DIGEST, Chicago, Ill.; MICHIGAN FILM REVIEW, Detroit, Mich.; EXHIBITORS' FORUM, Pittsburgh, Pa.; THE OHIO SHOWMAN, Cleveland, Ohio; NEW ENGLAND FILM NEWS, Boston, Mass.; WEEKLY FILM REVIEW, Atlanta, Ga.

Ben Shlyen

Knocking 'em for a LOOP!



The GUILTY GENERATION

Chicago has acclaimed this mighty drama as ONE OF THE BEST PICTURES EVER RELEASED. It is impossible to imagine that the judgment of CAPACITY AUDIENCES can be wrong. And why shouldn't such a daring and distinctive story ALWAYS PACK 'EM? Young love fighting for respectability — struggling to leave behind the sin labels of their parents — defying the world to tear them from the embrace of lasting happiness.

DUPLICATE CHICAGO'S SELL-OUT BUSINESS IN YOUR OWN TERRITORY!

With a Brilliant Cast Including

LEO CARRILLO
CONSTANCE CUMMINGS
Robert Young—Boris Karloff
(Star of "Frankenstein")

EXTRAORDINARILY EXCELLENT

●

Powerful Story
Unexcelled Acting
Excellent Direction

●

PUBLIX
McVICKERS

COLUMBIA PICTURES

Distribs. View New Year With Courage

Minneapolis film distributors look forward with hope and confidence to 1932. They feel certain that the new year will bring improvement for the exhibitors, according to a Movie Age survye.

Their optimism is based in large part on the high quality of the screen product which will be available for release after the first of the year and the fact that, thus far, outstanding pictures have been able to wage a winning box-office fight.

Other reasons for their encouragement is the demand among exhibitors for good product, a better feeling among the trade generally throughout the territory and past economic history which indicates that the end of the present depression should not be far distant.

Business for many of the Minneapolis exhibitors is running a year ago

"The calibre of pictures that we will have for exhibitors in 1932 spells sure-fire box regardless of general business conditions," declares Jack Lorentz, Fox manager.

"There never has been a time when Paramount came to the exhibitors with such a high average quality of pictures," asserts C. A. Roeder, Paramount manager. "We are confident that our offerings will attract profitable patronage regardless of general business condition which, however, we also believe are at the upward turning point."

Enthusiasm over coming product and confidence regarding the outlook also are expressed by J. E. Garrison, Universal; W. H. Workman, M-G-M; Harold Johnson, Educational; Tom Burke, Tiffany; J. L. Stern, Capital; Al Hoffman, United Artists; Mike Frisch, RKO; F. Y. Elliott, Elliott Film Co., and Leo Blank, Warner Brothers-First National.

Publix Aids!

By order of Eddie Ruben, division director, every Publix situation in the territory staged a free show for poor children Christmas week. One of the shows, that at the Minnesota, Minneapolis, was attended by over 4,500 kiddies, guests of Publix. The program for the children, many of whom came from orphan homes and similar institutions, included a Buck Jones' western, contributed by Columbia.

Two Dark

(Continued from page 3)

RKO now has more film product than it can use in its two Twin City houses. The cream of this product will be selected for these theatres and an effort will be made to dispose of the balance.

While the Seventh Street and President were in operation this season neither house did a paying business. Both theatres were handicapped by poor product. The Publix Century, across the street from the Seventh Street in Minneapolis, has been dark all season.

"We now will go along and devote all of our efforts to build up the Minneapolis and St. Paul Orpheums as big as possible," says Mr. Ames. "We are highly optimistic over prospects for these theatres."

—— Happy New Year ——

ULTRAPHONE JOBS

Large Installation List for Chicago Zone

Although the Chicago office of the Ultraphone Sound System, Inc., is not three weeks old, a large volume of business already has been contracted.

By Christmas there will have been 18 complete Ultraphone installations completed in this Chicago territory alone. Included in this number will be installations at the following Illinois theatres:

A. B. McCollum's K Theatre, Clinton; A. B. McCollum's Paxtonian, Paxton; A. B. McCollum's Lorraine, Hoopeston; A. B. McCollum's Blackston, Dwight; Slepyan Bros. Sheridan, North Chicago; V. Quarta, Bartlett, Highwood; A. P. Werbner, Princess, Lewiston; Perceny & Frantz, Central, Fairbury; J. M. Duncan, Alhambra, Decatur; A. D. Hahn, Palace, Elmwood; J. Steininger, Crane, Chicago; H. Jacobs, Rosette, Chicago; Lauton Bros., Grand, Chicago, and J. Zaleski, Twin City, East Chcago, Ind.

In addition to the above installations Ted Karatz of the Ultraphone Company reports additional sales and contracts which call for installations to be made before the first of the year.

—— Happy New Year ——

ERPI Biz. Good

Business continues good for ERPI, Minneapolis. In the past week it has installed new Western Electric sound equipment in the Palace Theatre, Waupaca, Wis., and the Orpheum Theatre, Green Bay, Wis.

SOUND MUST PLEASE

Court Rules for Exhib. on Equipment Row

Exhibitors are not under obligation to fulfill contracts for sound equipment which does not reproduce satisfactorily, according to a verdict in favor of Claude Bauers, Forest Lake, Minn., exhibitor, who was sued by Electrophone for $1,940 alleged to be the balance due on sound equipment installed in the Bauers' theatre.

Bauers set up a counter-claim of $1,400 which he demanded back on the ground that the equipment proved unsatisfactory and he was compelled to replace it. The court decided in favor of Bauers who were represented by S. P. Halpern of Minneapolis.

—— Happy New Year ——

ROSS TO CAPITOL

Latter Will Distribute Product of Former

The Capital Film exchange, 64 Glenwood Ave., Minneapolis, distributors of Capital pictures, has taken over the Mark Ross independent exchange and will distribute its pictures in the territory. Among the pictures which Ross handled and which now will be handled by Capital is "The Viking."

J. L. Stern is manager of the Capital exchange. A Capital picture, "In Line of Duty," played the loop first run Aster, a Publix house, last week.

—— Happy New Year ——

FILLUMS NO SNAP

Hollywood No Place for Sleepers, Actor Says

Making motion pictures is hard work. If you like to stay in bed mornings, don't become a movie actor or actress.

This is the advice of Victor Jory who has returned to Minneapolis to play leading roles with the Bainbridge dramatic stock company after appearing in several films.

"Getting up at 5 a. m. to go to a set and then sitting around all day for only 15 minutes of work is something rather hard to get accustomed to," says Jory. "Sometimes we didn't even get in the 15 minutes, but I still had to get up with the sun or earlier."

—— Happy New Year ——

Iowa ERPI Jobs

Many state institutions of Iowa are being equipped with Western Electric sound equipment, according to J. A. Cameron, ERPI division operator superintendent, Chicago, who was a Minneapolis visitor. Conditions in southern Minnesota and Iowa are very favorable for Western Electric, he says.

New Union

A new Minneapolis stage hands' union has been organized by international officers to replace the former union which was expelled from the international because of its antagonistic attitude relative to the membership suspension of former officers following the calling of an unauthorized strike at the Minnesota Theatre. Earl Odette is president of the new local.

NEW SOUND VALUE

Cinemaphone Offers Bargain to Small Theatres

The Electrical Reproduction Co. of Chicago which manufactures the Cinemaphone sound-on-film equipment, is now offering to theatres of 500 seats or less an outstanding value in low priced sound equipment. A special feature is a new power supply device which permits the use of D. C. tubes, eliminating the hum usually present in A. C. equipments.

The company is now concentrating its sales in the midwestern states, covering Louisiana, Mississippi, Tennessee, Alabama, Georgia, Florida, South Carolina, North Carolina, Illinois, Indiana, North Dakota, South Dakota, Minnesota, Wisconsin, Iowa, Nebraska, Kansas, Missouri, Arkansas, Oklahoma and Texas. C. E. Healey has been appointed to assume jurisdiction of all western division sales with the exception of southern Illinois, according to E. B. Yates, vice-president in charge of installations. Healy's headquarters will be located at 512 Exchange building, 1207 Grand avenue, Kansas City Mo.

Recent installations of Cinemaphone equipment have been made in the following theatres: Orpheum, West Bend, Ia.; Lyric, Cumberland, Ia.; City Hall, Belton, Mo.

—— Happy New Year ——

RESERVED NEW YEAR

New Policy at State for Annual Show

The State, Minneapolis, Publix loop house, is to try an innovation $1 admission and a preview showing given of "Private Lives," which goes into the Minnesota, Minneapolis, two weeks hence for a regular week-end.

Other Publix and RKO loop houses in the Twin Cities gave their regular shows for the added midnight performance. The usual admission scales prevailed.

WANT TO BUY A THEATRE? LIST YOUR WANTS IN THE CLEARING HOUSE.

Industry Tax Challenge

Is Lightman's Description of Government Proposed Admission Levy; Urges Concerted Action.

"A challenge has been hurled at the power of the screen, and an immediate response on our part can defeat this challenge," states M. A. Lightman, M. P. T. O. A. president, in a statement to all of the affiliated state and regional organizations of the association on the proposed ten per cent tax on theatre admissions. The statement is based on the community service of theatres to the public and other lines of advantage conveyed by stage and screen. Text of the statement follows:

"This is a call to arms! A challenge has been hurled at the power of the screen, and an immediate response on our part can defeat this challenge. Secretary Mellon has seen fit to propose a most unfair tax on theatregoers. This is a discriminatory tax. Why should we be singled out when we already have more responsibilities now than we can carry? The theatre is no longer considered a luxury. It is a place of education, of culture, of advancement of civilization. It affords the working people one place where they can enjoy all of the fine things in life at a very nominal cost. Each and every exhibitor of the United States should resent this proposed tax with all of the force that he can muster.

Power of Screen

"We have always yelled about the power of the screen. If ever an occasion presented itself to test this power out, that occasion is right now. We should start running slides, trailers and other propaganda on the screen. We should employ four-minute speakers to get upon the stage and point out just how unjust this tax is to our patrons. We should have stamped stationery addressed to our congressmen in our districts, available at our box office, and appeal to our patrons to sign a letter or postal card of protest as they go out of the theatre. We should storm the Capitol with thousands of such letters from all over the United States. You can believe me, if anything will impress these fellows, it is a tremendous mass of correspondence from their home folks

"So I am writing this letter appealing to you to write a strong letter to every exhibitor in your organization urging them to start this mail campaign to the capitol. This is a serious business. Tax-

(Continued on page 18)

INDIE COMEBACK PLANNED

Allied Maps Schedule

HI-LITES IN THE WEEK'S NEWS

New York — An extension of time to subscribe for the RKO debentures and common stock has been granted at the request of a large number of stockholders. Hiram S. Brown, president, asked RCA to consent to the extension. The new date is January 9.

New York—Warner Bros. Theatres will be divided into two groups under the management of Joseph Bernhard. Dan Michalove will take charge of theatres in one-half of the country; David Weshner, former advertising and publicity director, will take the other half.

New York—Net loss of $2,851,996.98 in the first 39 weeks of 1931, compared with a net profit of $8,280,551.84 in the corresponding period of last year, has been reported by Fox Film Corp. Gross income dropped from $76,724,609.86 in 1930 to $67,911,340.08 in 1931.

New York — Checkup on RKO Theatres' income for the fiscal year which ended December 26 is expected to reveal a profit of at least $2,000,000 for the period.

Hollywood—RKO-Pathe will deliver the 27 pictures announced for 1931-32, studio officials declare. Nineteen features already have been completed.

New York — A ten-year franchise plan, calling for 28 features the first year, is the initial step in a new plan for the nationalization of independent exchanges by Louis Weiss, of Weiss Bros.-Artclass. Important feature of the plan provides for simultaneous release of all productions throughout the country.

—— **Happy New Year** ——

Col. Title Change

Hollywood—The Columbia production, which carried the working title, "The Feathered Serpent," has been permanently named "The Menace." This is the first of two Edgar Wallace productions to be made by the company this season.

Admission Tax Measures, Selective Percentages, Block Booking, Labor Moot Subjects.

Washington — Allied is busily mapping plans for 1932. The major activities of the organization for the new year will center around the admission tax proposal, protection, block booking, labor, score and service charges and selective percentage.

Association officials state that reports from exhibitors indicate an increase in open selling. Abram F. Myers, however, says block booking continues to be the policy in the business.

The Allied association will battle Secretary Mellon's proposal for a theatre admission tax relentlessly. Labor demands regarded as unjust, service and score charges are other issues Allied will fight.

Coast Producers Start Schedule for 1932-33 Season; Phil Goldstone Prominent Figure.

Hollywood — Independent production will be resumed on a large scale during the 1932-33 season, according to a survey of studio activities by Motion Picture Daily. The article continues:

A leader in the movement is Phil Goldstone, who is reported putting his brother, Henry Goldstone, into production. The latter is producing a series of Jack Hoxie westerns under a two-year contract.

Olympic Pictures has been formed by Sam Katzman and J. W. Unger,

Status of Olympic Pictures at this time is in some doubt. Pollack of Peerless, operating through Hollywood Pictures, an exchange unit, came to the Coast some time ago and issued contracts right and left, among these being the contracts with Katzman and Unger.

Peerless releases on a states rights basis.

Tax Discount Rumor Gets Industry Goat

New York—The theatrical pot is aboil here over a statement carried by Sunday papers, credited to Standard Statistics, saying that leaders of the film industry discount the proposed federal tax of 10 per cent on tickets. Statistics is quoted as saying the leaders believe a few cents more would not hurt theatre attendance, inasmuch as the average admission is 35 cents.

This assertion was branded as false by more than a dozen film industry leaders, according to Film Daily, which paper received a wire from Abram F. Myers, Allied president in Washington, in which the exhibitor leaders decried the statement as misleading and injurious.

—— **Happy New Year** ——

Pitts-Littlefield

Hollywood—Zasu Pitts and Lucien Littlefield have been signed for roles in Columba's "Shopworn," in which Barbara Stanmyck is starred. Nick Grinde directs.

12 IN JANUARY

Educational Lists Dozen for Release

New York—Educational will release 12 subjects in January, including:

Bing Crosby's third Mack Sennett featurette, "Dream House," January 17; "Moonlight and Cactus," Ideal comedy featuring Tom Patricola, January 10; "Keep Laughing," Mermaid comedy, January 24; a Tiffany Chimp comedy, "Ex-King," and a Mack Sennett comedy as yet untitled, January 31; "The Villain's Curse," and "Noah's Outing," Terry-Toons; "The Road to Romance," a romantic journey; "Voice of Hollywood" Nos. 12 and 13; and a new subject each in the Cannibals of the Deep, and Bill Cunningham Sports Review.

PARADE OF THE

A Miniature Review of th Picture Industry During th

January

ALLIED votes against affiliation with M. P. T. O. A., raises $80,000 to carry on * * * Harold Franklin and Howard Hughes start formation of circuit * * * Allied announces date for national meet * * * Warners sign prominent stars * * * Musical comedy sent by television * * * Suit planned to test legality of zoning.

February

PATENT Committee hears complaints on music tax * * * Lee Marcus named head of re-organized Pathe company * * * Tiffany announces product for B and C houses * * * Block booking attacked at Allied meet in Washington * * * Industry honors Carl Laemmle on Silver Jubilee.

March

NED DEPINET becomes vice-president of Pathe * * * * * *Validity of Ries sound patents upheld * * * Senator Dill howls for investigation of film industry * * * Vestal copyright bill dies as Congress adjourns * * * M. P. T. O. A. announces ERPI score charges will be cut * * * Allied and M P. T. O. A. favor 5-5-5 contract * * * Kinograms and Allied plan newsreel hookup * * * Monogram completes new organization.

April

LOEW, Fox, RKO circuits ban ad films * * * Joseph Schnitzer and Joe Brandt named Hays' board members * * * Hays sees new era of entertainment progress * * * Copyright Protection Bureau plans drive against bicycling * * * John Drinkwater's biography of Carl Laemmle published * * * Committee of 10 named to handle Columbia distribution * * * Educational-Tiffany merger details completed * * * Supreme Court upholds music tax * * * Court rules exchange may enforce agreements without first resorting to arbitration * * * Comeback of independent producers seen * * * Two of three "cease and desist" charges against Paramount dropped.

May

"POLICE JOURNAL" defends crime pictures * * * Companies plan "substitutions permissable" contracts * * * Major circuits ask greater protection * * * Trade practices studied by Government * * * Sponsored shorts die the death * * * Rumor of admission tax proposals rife * * * Allied advocates passage of Brookhart bill.

June

EDUCATIONAL reported ready to live up to Tiffany-Allied agreement * * * Average admission estimated at 30 cents * * * M. P. T. O. A. asks fairer zoning arrangements * * * Fox re-organized, new directors elected * * * M. P. T. O. A. urges exhibitors to "buy now" * * * Advertisers continue plans for sponsored shorts * * * Allied condemns "buy now" campaign as "hysterical" * * * Nine film boards discontinued * * * Copyright Protection Bureau appeals adverse decision.

July

INDIES to insist on check of distribution "practices * * * Warner-F. N. to drop gangster pictures * * * 328 features released up to June 30 * * * Film salesmen warned on "side agreements" * * * Fox-Loew combine ordered out * * * Return of musicals forecast * * * Department of Justice refuses 5-5-5 contract advice * * * Pettijohn announces films riding out of storm * * * Allied to launch Kinograms newsreel in August * * * Hope for modification of credit ruling seen * * * Western Electric wins Pacent patent tilt * * * M. J. O'Toole warns against Hudson and Brookhart measures.

August

EACH distributor to adopt own credit system * * * Plans completed for organization of Independent Association of Theatre Supply Dealers * * * Attorney general's office says standard agreement okeh if use by ex-

HEADLINES OF 1931

Highlights in the Motion
e Last Twelve Months

hibitors is optional * * * Theatre officials prophesy the passage of new copyright bill * * * Film Daily says Wall Street favors return of many houses to independents * * * Sam Katz prophesies better theatre business in next month * * * Vitaphone celebrates fifth birthday * * * Film Daily prophesies return to flat-rental system * * * Allied says new contracts ignore 5-5-5 agreements * * * M. P. T. O. A. of E. Penn and S. Del. call protest meeting against M-G-M sales' policies and contract * * * Harry Arthur says Fox to drop chain theatre method of operation * * * "National protest meeting" set for September 1 in New York * * * Distributors approve 5-5-5 contract * * * Allied hits at distributors who refuse to service dimers.

September

NEW arbitration calls for 2-2 system * * * Industry plans unemployment relief campaign, Hays selects committees * * * Protest committee named * * * Kent scores change of 5-5-5 contract-rumor * * * M. P. T. O. A. plans more ambitious setup * * * Kansas City protection muddle echoes in Washington * * * Film cycles myth, says Charles R. Rogers * * * National, central and subcommittee named in unemployment relief drive * * * Feist says M-G-M ready to give exhibitors "fair deal" * * * Barbara Stanwyck stops pouting and goes back to work on Columbia lot * * * Walter Vincent excoriates score charges and "sky-high" percentage demands * * * Pete Woodhull named executive of United Theatre Advertisers * * * M. A. Lightman urges equalization of theatre employees' wages.

October

NEW YORK judge rules "bootleg films" illegal * * * Re-purchase of Loew rumor dies * * * Hays orders three gangster films back to cleaners * * * November 18-25 named National Motion Picture Week in jobless relief campaign * * * Abram Myers advocates National Laugh Day * * * Distributors withdraw from zoning, protection negotiations * * * Depinet announces Pathe ban on sensational pictures * * * Industry gets behind M. P. Week idea * * * New arbitration agreement announced for April 1 * * * Industry mourns death of Thomas Alva Edison.

November

RADIO-RKO and Pathe physical merger announced Wrigley, Hertz, Lasker join Paramount board * * * David O. Selznick appointed production manager of Radio-Pathe * * * Columbia goes to unit plan of production * * * Associated Publications survey shows protection and zoning status unchanged * * * Standard Statistics predicts increased earnings for film industry * * * A. P. survey verifies fact that quality pictures, regardless of type, are crying need * * * Marie Dressler, Lionel Barrymore win Academy annual award for year's best performances * * * Fox goes to unit production plan * * * Virginia judge rules one man in booth sufficient * * * Edward R. Tinker named president of Fox * * * Rumors afloat regarding federal admission tax plans * * * A. P. survey finds juvenile trade in nosedive * * * Lightman advocates family night plan as aid.

December

WILLIAM F. CANAVAN, I. A. T. S. E. and M. P. O. prexy proposes union wage cut to aid exhibitors * * * Tri-Ergon files patent suits against several companies, 140 additional companies served with "notices of infringement" * * * Paramount adopts unit production plan * * * David Wark Griffith named to supervise pageant at Washington bi-centennnial celebration * * * Petition for RKO receivership filed, stockholders vote refinancing plan * * * Zukor, Hertz say Paramount needs no refinancing * * * Cleveland exhibitors file "monoply charges" against Hays organization * * * Opposition develops in Congress to federal admission tax * * * Express rates on return film shipments reduced in ten southern points—constituting victory for J. H. Butner, Atlanta Educational manager * * * Unions turn thumbs down on wage rebate plan, Canavan resigns, succeeded by William C. Elliott * * * Lightman pleads for exhibitor aid in federal tax fight * * * Warner stockholders provide additional surplus * * * Georgia's Lankford advocates billion-dollar government film business.

THIS WEEK *in* HOLLYWOOD

By WARREN STOKES
Studio Representative,
Associated Publications, Inc.

THIS celluloid city is quite optimistic in its outlook for 1932. Production executives are of the opinion that the slate will be cleaned of excessive production expense by the beginning of the new year and that the wheels of production will be running more smoothly than at any time in the history of the industry.

Major studios are greatly enthused over the quality product scheduled for 1932 release and feel certain that more individuality will be displayed in forthcoming pictures. Less type production and more originality seems to be the password.

The independent producers are of the opinion that 1932 will be their banner year by launching upon the market a flock of stellar names in the directorial and acting field heretofore unavailable for the independent units.

* * *

Norma Shearer is to be starred in the O'Neill play, "Strange Interlude." "Smilin' Thru'" has been postponed until after this opus has been brought to the screen.

* * *

The traditional Christmas tree with all its glitter and tinsel is much in evidence at the Hal Roach studios. The annual Christmas party for members of "Our Gang" was staged by Director Robert McGowan and President Hal E. Roach.

* * *

M-G-M is getting ready to start the much-heralded "The Red-Headed Woman." The entire field of stage and screen is being surveyed for the "red head" who will play the amazing "Lillian." Director Marcel De Sano is at work on final preparations for the filmization of this audacious novel by Katherine Brush.

* * *

The latest "high-powered" scribe to sign his name to a Metro-Goldwyn-Mayer contract is W. Somerset Maughan.

* * *

Charles Bickford, it is reliably reported, plans to produce fillums for the independent field.

Boris Karloff has been signed to a long-term contract by Universal as a result of his fine work as the monster in "Frankenstein."

* * *

Eight out of fifty veteran war planes were deliberately wrecked in a smash-up sequence climaxing "The Lost Squadron," RKO-Radio film starring Richard Dix. The smash-up took place at the Municipal Airport and in the ocean off Santa Monica. Dick Grace, Art Goebel, Leo Nomis and Frank Clark were at the sticks of the thrill providing planes.

* * *

Mary Carr, the famous screen mother who won high honors in the silent version of "Over the Hill," is now a grandmother.

A baby daughter was born to Mrs. Frank Walsh, the screen mother's daughter, and christened Mary Ellen Walsh in honor of Mrs. Mary Carr the grandmother.

* * *

George O'Brien, actor son of San Francisco's former police chief, suffered cuts on his face and head necessitating a number of stitches while filming a fight scene. Leaping from a bar into the midst of the combatants, O'Brien leaped too high and crashed into a crystal chandelier.

* * *

Ruth Chatterton, newest Warner Bros. luninary, is occupying the studio lot bungalow used by Colleen Moore when she was a First National star several years ago. Miss Chatterton who is to be starred in Warner Bros. "The Rich Are Always With Us," is the first occupant of the bungalow since Colleen Moore vacated the Burbank lot.

* * *

She's Colonel Evalyn Knapp now, by grace of an honorary commission just bestowed upon her by the Hollywood Post of the American Legion. This young Warner Bros. player recently played a prominent part in support of William Powell in "High Pressure," her first assignment since the serious accident suffered from a fall last summer. She is under a long-term contract to Warner Bros.

Constance Bennett's first starring vehicle under the amalgamated RKO-Radio-Pathe banner will be an original by John Howard Lawson. Lawson is here from New York to work on the story. It is tentatively titled "Free to Live."

* * *

Owing to similarity with a Gibson western made some years ago, M. H. Hoffman, Jr., of Allied Pictures, advises that the title "Looting Looters" has been dropped and "The Local Bad Man" selected as the final release label.

* * *

Charles R. Rogers is still buying best sellers. His latest purchase includes "Westward Passage," by Margaret Ayer Barnes and "District Nurse" a Faith Baldwin novel. Both stories are intended for Ann Harding. "Westward Passage" is scheduled for production at Radio Studios early in 1932.

* * *

Wallace Beery plans to adopt three children. They are Carol Ann, 15; George, 9, and William, 4, children of the late Mrs. Irving Priester, an aunt of Mrs. Beery's. They are now living at the Beery home.

* * *

Edmund Lowe and Fox have come to the parting of the ways with the Fox company waiving the three remaining weeks on his contract. Lowe will not return to New York to spend the holidays with Lilyan Tashman as first planned but will remain in Hollywood to sign a contract with one of the several companies with which he is negotiating.

* * *

Leo Carrillo, well known as an actor of the screen and stage, has been signed to play one of the leading roles in "The Broken Wing," the aviation story soon to be produced as a talking picture in Paramount's Hollywood studios. The leading feminine role will be enacted by Lupe Velez, recently seen as the tempestuous senorita in "Cuban Love Song."

WE MEET

PHILLIPS HOLMES

Phillips Holmes, now under contract to Paramount, comes from a theatrcal family, being the son of Taylor Holmes of stage and screen fame.

Holmes was "discovered" by Director Frank Tuttle, not on the stage or screen but on the campus of Princeton University. Up until that time he had no idea of entering flickerdom.

Tuttle selected "Old Nassau" for the exteriors of "Varsity" and made a ten-days' stage there, obtaining certain scenes for the story. The first day on the campus he ran across Holmes, persuaded him to take a test and two days later cast him for a role in the production. The importance of his role calling for scenes at the studio brought Holmes to Hollywood with the company and he was signed to a contract.

Holmes was born in Grand Rapids, Michigan, received his early education in that city and in New York, and then spent five years studying at Trinity College, England, and also in Paris.

Upon entering Princeton he immediately made a name for himself on the campus through his excellent work with the famous Triangle Club of that university, and, although he had never before appeared in front of a motion picture camera, his first scenes in "Varsity" in which he played the part of Charles Rogers' roommate, showed him a player of great potentialities.

His most recent screen productions are "Paramount on Parade," "The Devil's Holiday," "Her Man," "The Criminal Code." "Stolen Heaven," "An American Tragedy," "Confessions of a Co-Ed," "The Man I Killed" and "Two Kinds of Women."

Wynne Gibson, one of the screen's few red-haired actresses, has signed a new contract as a Paramount player. Her new agreement came as the result of her work in "Ladies of the Big House,"

FILMS REVIEWED IN 1931

A handy reference list of motion pictures reviewed by Associated Publications from January 6 to December 22, inclusive. Title, distributor, minutes of running time and date of review appear in the order named.

Title	Distributor	Running Time	Date Reviewed
Affairs of Annabelle	Fox	79	June 23
Air Police	Sono Art	65	March 3
Alexander Hamilton	Warners	73	Oct. 6
Aloha	Tiffany	90	April 28
Always Goodbye	Fox	66	June 23
An American Tragedy	Paramount	85	Aug. 18
Are These Our Children?	Radio	84	Nov. 17
Atlantic	B. I. P.	86	Mar. 3
Bad Company	RKO-Pathe	78	Sept. 29
Bad Girl	Fox	90	Sept. 1
Beloved Bachelor	Paramount	68	Oct. 27
Beyond Victory	RKO-Pathe	73	April 21
Big Business Girl	First National	80	June 23
Big Gamble	RKO-Pathe	63	Sept. 15
Birth of a Nation	Triangle	80	Jan. 6
Blonde Crazy	Warners	75	Dec. 1
Blue Angel	Paramount	100	Jan. 13
Body and Soul	Fox	81	Mar. 17
Border Law	Columbia	54	Oct. 27
Born to Love	RKO-Pathe	84	May 12
Bought	Warners	83	Sept. 1
Brat	Fox	65	Sept. 15
Caught	Paramount	67	Aug. 25
Caught Plastered	RKO-Radio	72	Sept. 1
Champ	M-G-M	87	Nov. 24
Cimarron	RKO-Radio	124	Jan. 13
City Lights	United Artists	86	Mar. 3
Clearing the Range	Allied	65	April 28
Cohens and Kellys in Africa	Universal	68	Jan. 6
Command Performance	Tiffany	80	Jan. 20
Compromised	First National	55	Nov. 24
Confessions of a Co-ed	Paramount	75	July 28
Convicted	Artclass	63	Oct. 20
Corsair	United Artists	73	Dec. 15
Cracked Nuts	RKO-Radio	64	April 21
Criminal Code	Columbia	85	Jan. 6
Cuban Love Song	M-G-M	86	Dec. 15
Daddy Long Legs	Fox	73	May 26
Dance, Fools, Dance	M-G-M	81	Feb. 24
Dangerous Affair	Columbia	71	Oct. 6
Dawn Trail	Columbia	61	Jan. 13
Defenders of the Law	Continental	67	July 7
Dirigible	Columbia	100	May 5
Dishonored	Paramount	90	Mar. 31
Doctor's Wives	Fox	78	Mar. 31
Don't Bet on Women	Fox	70	Mar. 24
Drums of Jeopardy	Tiffany	75	Mar. 24
Dude Ranch	Paramount	69	May 19
Dugan of the Badlands	Monogram	60	July 21
Easiest Way	M-G-M	73	Feb. 24
East Lynne	Fox	83	Mar. 17
East of Borneo	Universal	74	Sept. 8
Ex-Bad Boy	Universal	68	Aug. 4
False Madonna	Paramount	70	Dec. 8
Fanny Foley Herself	RKO-Radio	72	Oct. 20
Father's Son	First National	75	May 12
Fifty Million Frenchmen	Warners	71	Mar. 31
Finn and Hattie	Paramount	82	Feb. 17
Five Star Final	First National	89	Sept. 22
Follow the Leader	Paramount	70	Feb. 10
Forbidden Adventure	Paramount	85	June 23
Frankenstein	Universal	67	Dec. 8
Free Soul	M-G-M	85	June 2
Front Page	United Artists	90	April 7
Gentlemen's Fate	M-G-M	94	April 14
Girl Habit	Paramount	75	July 14
Girls About Town	Paramount	78	Nov. 3
God's Gift to Women	Warners	74	June 2
Going Wild	First National	70	Feb. 10
Gold Dust Gertie	Warners	66	June 2
Good Bad Girl	Columbia	70	June 2
Good Sport	Fox	66	Dec. 15
Great Lover	M-G-M	70	Aug. 18
Guilty Hands	M-G-M	69	Aug. 25
Gun Smoke	Paramount	66	June 16
Hard Hombre	Allied	65	Sept. 1
Heartbreak	Fox	80	Nov. 10
Heaven on Earth	Universal	75	Dec. 22
Hell Bound	Tiffany	80	Mar. 24
His Woman	Paramount	75	Dec. 1
Honeymoon Lane	Paramount	70	Aug. 11
Honor Among Lovers	Paramount	75	Mar. 17
Honor of the Family	First National	66	Oct. 27
Hot Heiress	First National	85	April 7
House Divided	Universal	72	Dec. 15
Husband's Holiday	Paramount	76	Dec. 22
Hush Money	Fox	69	July 7
Illicit	Warners	81	Jan. 20
Indiscreet	United Artists	94	May 19
Inspiration	M-G-M	79	Feb. 3
Iron Man	Universal	74	April 28
It's a Wise Child	M-G-M	75	Mar. 24
Just a Gigolo	M-G-M	71	July 7
Kept Husbands	RKO-Radio	75	Feb. 17
Kiki	United Artists	87	Mar. 24
Ladies' Man	Paramount	75	May 5
Lash, The	First National	79	Feb. 10
Last Parade	Columbia	84	Feb. 24
Laughing Sinners	M-G-M	72	June 16
Lawyer's Secret	Paramount	63	June 9
Leftover Ladies	Tiffany	67	Nov. 17
Lion and the Lamb	Columbia	76	April 7
Little Caesar	First National	76	Jan. 27
Local Boy Makes Good	First National	68	Nov. 17
Lonely Wives	RKO-Pathe	92	Feb. 24
Mad Genius	Warners	81	Nov. 3
Magnificent Lie	Paramount	79	Aug. 11
Man From Death Valley	Monogram	60	Oct. 6
Man of the World	Paramount	72	April 7
Maltese Falcon	Warners	80	June 9
Man to Man	Warners	70	Jan. 27
Man who Came Back	Fox	80	Jan. 13
Men in Her Life	Columbia	75	Dec. 22
Merely Mary Ann	Fox	73	Sept. 8
Millie	RKO-Radio	85	Feb. 24
Millionaire	Warner Bros.	82	May 5
Miracle Woman	Columbia	90	Aug. 4
Mother and Son	Monogram	68	Aug. 11
Mystery of Life	Universal	73	Aug. 18
Never the Twain Shall Meet	M-G-M	79	July 14
New Adventures of Wallingford	M-G-M	94	Oct. 20
Night Angel	Paramount	74	July 7
Night Life in Reno	Artclass	60	Sept. 8
Night Nurse	Warners	73	Aug. 4
Not Exactly Gentlemen	Fox	60	Mar. 31
Once a Sinner	Fox	70	Jan. 27
One Heavenly Night	United Artists	81	Jan. 20
Over the Hill	Fox	92	Dec. 8
Pagan Lady	Columbia	77	Sept. 29
Paid	M-G-M	85	Jan. 13
Painted Desert	RKO-Pathe	77	Jan. 20
Palmy Days	United Artists	80	Oct. 13
Pardon Us	M-G-M	55	Aug. 18
Parlor, Bedroom and Bath	M-G-M	70	Feb. 17
Penrod and Sam	First National	71	Oct. 6
Personal Maid	Paramount	74	Sept. 22
Platinum Blonde	Columbia	82	Nov. 10
Politics	M-G-M	73	Aug. 11
Possessed	M-G-M	78	Dec. 1
Prodigal	M-G-M	75	Jan. 27
Public Defender	RKO-Radio	70	Aug. 4
Public Enemy	Warners	83	May 19
Quick Millions	Fox	68	April 28
Rango	Paramount	75	Feb. 10
Rebound	RKO-Pathe	92	July 28
Red Fork Range	Big 4	61	Mar. 17
Riders of the Purple Sage	Fox	58	Oct. 13
Road to Reno	Paramount	73	Nov. 3
Road to Singapore	Warners	73	Oct. 13
Royal Bed	RKO-Radio	72	Feb. 3
Ruling Voice	First National	76	Dec. 1
Seas Beneath	Fox	97	Feb. 17
Second Honeymoon	Continental	60	Jan. 20
Secret Call	Paramount	73	July 21
Secret Service	RKO-Radio	70	Nov. 3

(Continued on page 18)

KINE-QUIPMENT

NEW DEVELOPMENTS in THEATRE EQUIPMENT

Future of Illumination

Few, if any, radical improvements can be expected in today's incandescent lamp, even though it has a light-producing efficiency of less than ten per cent; other light sources, such as sodium-vapor lamps, must be developed if decidedly increased efficiencies are to be obtained in illuminants of the future. Sodium-vapor lamps now being studied by research engineers are the most efficient artificial light sources yet produced, but much work remains to be done before an adequate commercial sodium-vapor lamp is to be had. L. A. Hawkins, engineer of the General Electric research laboratory, told the members of the Illuminating Engineering Society, gathered at their silver anniversary meeting in Pittsburgh recently. Hawkins, delivering the key address of the anniversary meeting of the convention, spoke on "Lighting—In Perspective and Prospective," reviewing highlights of lighting progress through the first quarter century of the life of the Illuminating Engineering Society, and pointing to the present trend of research investigations in the field of light.

"We believe that the incandescent lamp as it now exists is not capable of radical improvement. Edison thought the same of the carbon-filament lamp thirty years ago, and was promptly proved wrong. So time may prove us also wrong, but we have a firmer basis for our belief today. All known elements in the periodic table which could possibly make good lamp filaments have been tried. No other element can compete with tungsten. Of that we are reasonably sure. Some alloy of tungsten or some other compound might conceivably have advantages over the pure metal, but all likely alloys and compounds have been tried out and, although a few were found which gave slightly higher efficiencies than tungsten, they possessed inherent disadvantages which outweighed their merits. Krypton gas would be better than argon in our lamps, and xenon would be better yet, but both occur in the atmosphere in such minute quantities compared with argon that their extraction would be relatively very expensive and their use would make our lamps very costly, too costly for the relatively small increase in efficiency which they would give.

Other Sources Necessary

"Surely, however, we should not be forever content with the low efficiency, less than ten per cent of the theoretical possible efficiency of a light source, which is the best we can obtain from our best incandescent lamps today. Of course we shall not remain satisfied, but for materially higher efficiencies we must look to other light sources than an incandescent body.

"The sodium-vapor lamp is the most efficient artificial light source, approaching a practical device, which has yet been produced, but sodium has a habit of at-

(Continued on page 15)

DEPENDABLE
GARVER
KURRENT
CHANGER

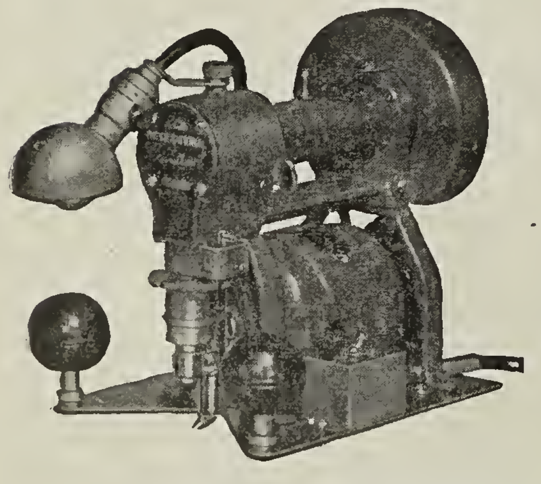
Quiet in operation. Does not interfere with sound system or radio. Recommended by three leading lamp manufacturers as the ideal rectifier for low intensity projection. Write for Complete information today.

Garver Electric Co.
Union City, Indiana

Ask Your Dealer

A Complete Service

FOR EVERY DEPARTMENT OF THE THEATRE



The CUTAWL

New Model K-8 with all improvements for making spectacular displays at low cost. Portable—weighs only 13 pounds—easy to operate—cuts everything. Price $135.00, on easy payment terms.

THE National Line includes practically every known essential to all branches of modern theatre operation. You can always find out what's new in the way of equipment or improvements at National, where you may discuss your problems openly and frankly with men who have your best interests at heart. The Cutawl, a clever machine for making poster cutouts and clever advertising displays, is an example of the many such worthwhile devices, now available. Ask us for an explanation of the advantages of the Cutawl.

. . . Trade regularly where you're always treated RIGHT! . .

NATIONAL THEATRE SUPPLY COMPANY

56 Glenwood Ave., Minneapolis, Minn.
1510 Davenport St., Omaha, Nebr.
719 Wells Street, Milwaukee, Wis.
1123 High St., Des Moines, Iowa

Develops Recording Lens for Pictures

Development of a microscopic lens for the recording and reproducing of talking movies has been announced by Victor C. Ernst, Cleveland inventor, who for many years was head of a commercial photography company.

At the same time, Ernest gave his announcement increased interest by adding that he has perfected a new set-up for the reproduction of the talking movie in which the crystal loudspeaker, developed in Cleveland by the Brush Laboratories, is used.

Ernst claims that his system of recording gives a faithfulness and naturalness of sound that is missing in present systems. He says further that in reproducing films, he was unable to get a loudspeaker with sufficient sensitivity to match his film until he tried the Brush loudspeaker.

He says, as a result of his system, the volume of sound in the theatre can be decreased. At present, he claims, volume must be resorted to in order to offset lack of the sound waves in the higher frequencies.

His recording system and the crystal loudspeaker give these higher frequencies, he says.

In the making of talking pictures, the sounds are picked up by a radio microphone which converts the sound into fluctuations of a glow lamp. These are recorded on one edge of the movie film, through a slit one-thousandth of an inch in width.

In his system, Ernst uses a microscopic lens in place of this slit. This lens is 16-thousandth of an inch in diameter. A projecting system of lenses used in connection with this first lens reduces the light it picks up to a line which is one-half of one-thousandth of inch wide. As a result Ernst claims, he gets sharper and more accurate recording of the higher frequencies.

His reproducing system uses a similar microscopic lens between the film and the photo-electric cell which operates the loud-speker.

Ernst combines a dynamic loudspeaker with the crystal speaker. The dynamic speaker reproduces the low tones and the crystal speaker the over-tones. He uses only two amplifying tubes and one stage of push-pull amplification.

—— **Happy New Year** ——

TELEVISION, AGAIN

New Rumor Hints of Developments

Startling developments in the field of television will be announced early in January by a large electric company in the east, according to word received this past week by a man prominently identified with the film industry. The company's identity and that of the informant cannot, of course, be revealed at this time.

It is understood the announcement will concern visual transmission and reception in homes and public auditoriums, indicating that television is just about perfected. The disclosures, it is said, will be of utmost importance to the motion picture business.

Illumination

(Continued from page 14)

tacking ordinary glass. Good progress has been made in the production of sodium-resisting glass, and some day the sodium lamp, because of its high efficiency, several times that the Mazda lamp, and in spite of its rather unpleasant characteristic color (yellow) is likely to be used, alone or in combination with other lamps for color correction, where high luminous efficiency is the main desideratum."

Reviews Progress

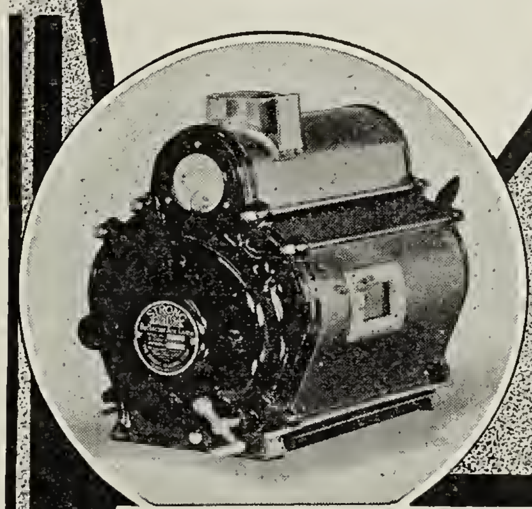
Reviewing the progress of the past 25 years in illumination, Hawkins pointed out that in 1906 the income from lighting of the electric light and power industry was approximately $115,000,000. In 1930 the revenue has mounted to approximately ten times that figure. At the same time average lamp efficiencies had more than quadrupled and lighting rates had fallen, so that the amount of electric light used increased sixty to eighty fold. Simultaneously, the color of the light was improved and brought nearer to the quality of daylight.

Lighting engineers, who in the past concentrated their efforts on improving the incandescent lamp, are now turning to such activities as ultraviolet light for maintaining health special illuminants for television, photoelectric and other vacuum-tube controls of lighting circuits, mobile color lighting, and numerous other uses of illuminants removed from the field of general lighting. In connection with his talk before the illuminating engineers, Hawkins showed several historic exhibits and demonstrated many of the newest products of research such as the vapor-lamp stroboscope, automatic light control, and mercury, neon, helium, kryton and sodium vapor lamps in contrast with today's gas-filled tungsten-filament incandescent lamp.

ANNOUNCEMENT
of the new
STRONG PORTABLE TYPE
REFLECTOR ARC LAMP

Designed for projection of 35 or 16 mm. film. Especially valuable with sound equipment. Operates with current from 8 to 16 amps. Weighs less than 25 lbs. Size 18" x 12" x 10". A new rectifier unit as companion to this lamp is also available.

STRONG



For Sale by Independent Supply Dealers
The Strong Electric Corporation
2501 LaGrange Street, Toledo, Ohio
Export Office: 44 Whitehall Street, New York City, N. Y.

SOUND PICTURES AND TROUBLE SHOOTERS MANUAL
PRICE 7 50/100
1930
CAMERON PUBLISHING CO.
S
PI

Sound Pictures
By CAMERON & RIDER
1,100 Pages - 500 Illustrations
Explains in detail the construction, operation and care of sound recording and reproducing equipment.
EVERY KNOWN TROUBLE TO SOUND RECORDING AND REPRODUCING EQUIPMENT IS LISTED IN THIS BOOK — WITH FULL EXPLANATION AS TO ITS CAUSE AND REMEDY.
PRICE $7.50

Cinematograph Annual
Prepared by Forty (40) of the Country's Greatest Motion Picture Sound Experts.
675 Pages---Over 300 Diagrams and Photographs
48 PAGE PICTORIAL SECTION OF ART PHOTOGRAPHS
$5.00
SEND CASH WITH ORDER
Your Books Will Be Shipped P omptly, Postage Prepaid
Associated Publications 4704 East 9th St. Kansas City, Mo.

SELLING SEATS

PRACTICAL IDEAS . . .

WHAT to do!
HOW to do it!
WHEN to do it!

. . . . BY
PRACTICAL SHOWMEN

Balanced Show Makes Money

Jack Thoma, Columbia Pictures Corp., Midwest Division, Chicago Ill.

ONE depression does not make a new epoch. In the movie industry one good picture can make a fortune. Being asked to give my version on "The value of a selected 'shorts' program in conjunction with features" this, financially which represents wholesome entertainment and selling value.

In answer to this question—I have taken the affirmative side of the argument at all times, so I shall not bore you with a rehearsal of my speech (I don't mind re-writing in public, but I still have something of a conscience left). You have only to look at the situation right now to find material comprising my version. I do not think the talking picture companies as they now exist may change in form. Only a handful of good plays reach Broadway each year, so how can exhibitors expect Hollywood to make four hundred exceptional productions to keep its theatres full? The answer to this is two-fold.

Actually with 15 financial 'hits,' the movie corporations can afford to produce 385 valuable entertaining productions, the latter of which when properly surrounded with "shorts" turn out to be financial values to exhibitors and many times "in the hit" class. What I am winding around to—is this—

"Will a well-balanced program make the exhibitor money?" I don't know of any magic formula that may cause the rejuvenation of the industry—But—I do know of substantial showmanship ideas that in time will make the exhibitor money and save the theatres from being turned into garages. And —I honestly think I show good sense—and—in showing such good sense — I'm citing my version "straight from the shoulder." At the present time there are two type of programs—(the single and double feature). Both can and will make money if properly treated. For instance—the single feature program when surrounded with properly selected shorts should always be "in the money." The trouble with most exhibitors —they think a program consisting of a 60 to 90-minute feature with a newsreel, cartoon and a novelty will suffice its hungry public's entertainment potents. Times have changed, and will always change, the public must get its value received, and a two-hour show is not sufficient — especially in these times, when the public is shopping for its amusement, and if conditions were as bad as they sound and if I had to give a panacea for the industry, offhand—I'd suggest that the single feature exhibitors bolster up their programs with "oodles' 'of shorts, well-balanced, and as an extra featured offering "A Snappy 60-Minute Western." You'd really be surprised—what the public wants and enjoys, the masses do not go to the theatres to do a lot of "thinking"—they want action, fast dialogue in a light entertaining story.

To a jaded exhibitor whose box-office is slackening—might I suggest that additional "western" for that program. And—now, to the exhibitor with the double-feature programs. The panning is on—most of these exhibitors have loads of entertainment to sell. But—after it is sold a few times—they do not know how to present it—so may I suggest: Here's how—Add shorts to those programs; a meal is never complete without the trimmings. You have plenty of the "meat," but you are certainly lacking the showmanship qualities in trying to put this policy over as genuine entertainment when all you add—is a newsreel. Your show is not too long. The masses love it—the more the merrier — and after all — aren't we all——

Get behind the wheel and yell it to the housetops that you have seven, eight, or nine attractions. A vaudeville show bills the acts, cartoons, feature. That's how a show is sold—You haven't a stage show—but yet you forget that part of your program that you have fighting power in and that represents the novelty and breezing end of your program.

SHORT SUBJECTS

by
Harry M. Milstein

IT'S with real enthusiasm that I'm sending this article along to you regarding the outlook on our short subjects for the coming season.

HARRY M. MILSTEIN

Universal is the real pioneer on short subjects, from a production as well as a distribution standpoint. We've had our properous years and we've had our lean years; we've made fine short subjects and many which weren't so fine.

You and I both know that the entire film industry has undergone a vast change in the past few years. Features are produced nowadays with much more care given to every detail than heretofore; as far as Universal is concerned anyway, the same painstaking efforts are being put into the production of our short subjects. Shortly before Mr. Laemmle left for the coast, we had a long heart - to - heart talk. Strangely enough, he gives more consideration to the short subjects than he does to features. He claims it will only be through the finest kind of short subjects that the evil of double features will be done away with. And he is bound to help bring this about.

We've gone a long way toward it for the 1931-32 season. Witness the following line-up which we are selling to the big circuits (and plenty of them are booking every inch of short feature film which we are producing from serials up and down), large independent houses, small houses, etc., etc.

There's the Universal Talking Newsreel with Graham McNamee. "Oswald the Lucky Rabbit" is bringing luck and added prosperity to more exhibitors this year than ever. Universal conceived the idea of "Strange As It Seems" series; also the "Shadow Detective" and "Dangerous Jobs" series —three unusual and distinctive novelties. For those who love football (and who doesn't?) there are the "Notre Dame" football series and the "Pop Warner" shorts, "Slim Summerville," "Lloyd Hamilton" a "George Murray" and other well-known, laugh-provoking comedians will make a series of two-reelers. The largest and finest theatres in the country are using "Battling With Buffalo Bill." Then there is "Danger Island," "The Air Mail Mystery" and "Detective Lloyd."

Naturally, they are produced primarily to bring the youth back into the theatre, but they are so sensibly and plausibly made that we can't make up our minds whether it's the children we are actually catering to or their parents. But what difference does it make?

The ARCADY

Rising twelve stories above the exclusive Wilshire district, overlooking the beauties of Westlake and Lafayette Parks, the Arcady offers every comfort and convenience for the traveler

RATES ON APPLICATION
L. C. REED, Manager

LOS ANGELES
WILSHIRE at RAMPART

AS IT LOOKS TO US

REVIEWS OF CURRENT PICTURES

FEATURES and SHORTS

Tonight or Never

United Artists—80 Minutes

Cast: Gloria Swanson, Ferdinand Gottschalk, Robert Greig, Greta Mayer, Warburton Gamble, Melvyn Douglas, Alison Skipworth, Boris Karloff. Directed by Mervyn LeRoy.

Gloria Swanson is the main draw in this light romantic comedy which gives the star ample opportunity to display her gorgeous gowns and that's about all. Outside of Swanson's name the others in the cast are not so well known to the average moviegoer. The leading man, Melvyn Douglas, who played the same role in the Belasco stage version, is seen in his first screen role and looks the type the women fans will rave about. Ferdinand Gottschalk does notably as another player of the Belasco stage cast. The story concerns a Hungarian opera singer who has everything for success except a soul. Realizing what she lacks she sets out to find an adventure in love and has an illuminating experience with a man she believes is a gigolo, but much to her astonishment he turns out to be the great impressario from the Metropolitan Opera who engages her.

SELLING SEATS: Sell Miss Swanson. Plenty of stills of Swanson and tie-ups with gown shops will help sell the star. Here's a clever catchline: "See Gloria Swanson Tonight or Never."

Delicious

Fox—100 Minutes

Cast: Janet Gaynor, Charles Farrell, El Brendel, Paul Roulien, Lawrence O'Sullivan, Manya Roberti, Virginia Cherrill, Olive Tell, Mischa Auer, M. Maazel, Jeanette Gegna. Directed by David Butler.

Janet Gaynor plays the same sweet, sentimental role in this picture that she has in all her other pictures. In our estimation, "Delicious" is not so good as some of her other pictures, probably due to the unconvincingly role of Charles Farrell. It is rather slow and draggy at times. However, the name of Janet Gaynor should attract patrons to your theatre. El Brendel supplies the comedy and furnishes plenty of laughs. The story is woven around the romance of Janet Gaynor, a Scotch immigrant, and Charles Farrell, a wealthy New Yorker. Janet's uncle, with whom she was to have stayed, loses his fortune and the authorities inform her she cannot enter the country. She escapes and hides in a car with a polo pony which, coincidentally, is being delivered to Farrell. Later, after Janet finds Farrell is engaged to a society girl, she accepts the proposal of a budding young Russian song writer, but on her wedding day she runs away and gives herself up to the authorities who order her deportation. Through El Brendel, Farrell learns of the deception of his fiancee and comes to the rescue of Janet just as the ship is about to leave. Both the direction and photography are good. There are also several musical numbers which should delight any audience.

SELLING SEATS: Feature the popular love team of Gaynor and Farrell. Don't overlook El Brendel as a selling bet. Tie-up with music stores on the tuneful melodies by George Gershwin.

Sooky

Paramount—80 Minutes

Cast: Jackie Cooper, Robert Coogan, Jackie Searl, Willard Robertson, Enid Bennett, Helen Jerome Eddy, Leigh Allen, Guy Oliver, Harry Beresford, Gertrude Sutton, Oscar Apfel, and Tom Wilson. Directed by Norman Taurog.

Jackie Cooper, who played the famous "Skippy" role in the picture of the same title, again plays the same role in "Sooky." Robert Coogan plays the title role. Here is another great kid picture and the answer to the hue and cry of exhibitors for more child patronage. Adapted from the book, "Dear Sooky" by Percy Crosby, this picture promises to equal the success of "Skippy," and should prove a sure-fire increase in box-office receipts. Its clean, wholesome atmosphere is indeed refreshing after all the overplayed "sex-ridden" picture-fad that seems to have struck the movie industry. The intense realism, the pathos that tugs at one's heartstrings, the sparkling humor, the marvelous acting of these two child-stars—all these combined make this picture deserve the highest merits of praise.

Skippy, whose father is candidate for mayor, and Sooky, who lives alone with his poor mother, are inseparable comrades. Skippy runs up a charge account to keep the authorities from sending Sooky and his ill mother to the poorhouse. Skippy tries to get the Boone Boys, a cadet outfit from the wealthy end of town, to let Sooky join them. The fights that ensue, with the result that after Sooky joins them, Skippy finds that he has been boosting the candidacy of Jackie Searl's father over that of his own dad. Everything is righted, however. Sooky is taken to Skippy's home, ignorant of his mother's death, and we find them at the end still in arm-in-arm comradeship.

SELLING SEATS: Feature the famous kid team together again in new adventures written by Percy Crosby and directed by the same director of "Skippy." Innumerable kid angles are offered in the press sheet.

"Hell Divers" Is A Sensation

New York—Metro-Goldwyn-Mayer scores a smashing hit with "Hell Divers," which opened at a $2 top at the Astor Theatre last Tuesday night. "Hell Divers" is the "Big Parade" of the current season and will undoubtedly register in a great big way at box-offices throughout the country. Exhibitors can put this down as a definite hit and one that will send Wallace Beery's star into further ascendancy.

The story concerns the rivalry between Beery and Clark Gable in the naval aviation service. There is a touch of romance—just enough to attract the women fans—and, while Gable will also draw them in, they'll idolize Beery for his exceptional and natural performance. He walks right away with the honors. There is photography that we think outranks anything to date. The audience attested to that in outbursts of applause for sequences that were purely photographic values. The picture is gripping and actionful. The dialogue is exceptionally good and natural and the air maneuvers remarkably well done and most expertly "shot." The picture contains a-plenty of thrills. It is he-man stuff and audiences of every type will like it. There's a sad ending—Beery dies as the result of a plane crack-up and is buried at sea—but it is a logical ending and we don't think audiences will find fault with it.

George Hill deserves credit for a fine directorial effort. And the supporting cast, including Conrad Nagel, Marjorie Rambeau, Dorothy Jordan and Cliff Edwards gave fine performances. It's a fine production from every angle.

—BEN SHLYEN.

SHORT SUBJECTS

All-American Kickback

Educational—20 Minutes

Harry Gribbon furnishes gales of laughter in this gridiron funfilm who plays football as we've never seen it played before. To win the love of his pretty botany teacher he runs 90 yards for a touchdown through all kinds of opposition, including an automobile. It's mostly slapstick, but it had us holding our sides.

—— Happy New Year ——

Roaming

Paramount—10 Minutes

Dandy musical skit featuring Ethel Merman as the daughter of a medicine show owner. She does well in a few song numbers and evinces a likeable personality. A clever romantic story is interwoven as part of the reel.

—— Happy New Year ——

The Riding Master

Vitaphone—7 Minutes

Poodles Hanneford, the famous riding clown, is seen here doing some fancy riding for which he is noted in the circus and vaudeville. It is something different and should please any audience.

The House Dick

Radio—18 Minutes

Very excellent comedy sketch, featuring Jimmy Savo of vaudeville and musical comedy fame, as the house detective who is commissioned to track down a series of hotel robberies. Good number for any program.

—— Happy New Year ——

Trader Hound

M-G-M—21 Minutes

Clever take-off on the company's "Trader Horn." It is a Dogville comedy in which the canine artists perform some funny antics by going through a series of the familiar adventures of the famous African trader. The subject is very unique and sure to win much favorable comment from the audiences.

Pictures Reviewed in 1931

(Continued from page 13)

Title	Distributor	Running Time	Date Reviewed
Secret Six	M-G-M	85	April 28
Secrets of a Secretary	Paramount	79	Sept. 8
Seed	Universal	97	May 12
Shanghaied Love	Columbia	67	Oct. 20
Ships of Hate	Monogram	66	June 23
Side Show	Warners	69	Sept. 29
Sidewalks of New York	M-G-M	73	Sept. 22
Silence	Paramount	69	Sept. 15
Shipmates	M-G-M	72	May 5
Skippy	Paramount	88	April 14
Skyline	Fox	68	Oct. 20
Smart Money	Warners	90	July 14
Smart Woman	RKO-Radio	67	Oct. 27
Son of India	M-G-M	73	Aug. 4
Sob Sister	Fox	69	Nov. 3
Spider	Fox	59	Sept. 22
Spirit of Notre Dame	Universal	80	Oct. 13
Sporting Blood	M-G-M	72	July 28
Star Witness	Warners	68	Sept. 29
Stepping Out	M-G-M	73	July 21
Street Scene	United Artists	80	Sept. 29
Strictly Dishonorable	Universal	94	Nov. 24
Subway Express	Columbia	68	April 14
Suicide Fleet	RKO-Pathe	89	Dec. 1
Sundown Trail	RKO-Pathe	53	Nov. 3
Surrender	Fox	69	Dec. 22
Susan Lenox	M-G-M	75	Oct. 22
Svengali	Warners	76	May 26
Tailor Made Man	M-G-M	70	Mar. 31
Tarnished Lady	Paramount	83	April 28
Ten Cents a Dance	Columbia	80	Mar. 3
Their Mad Moment	Fox	50	July 28
This Modern Age	M-G-M	67	Sept. 8
Three Girls Lost	Fox	72	May 5
Three Who Loved	RKO-Radio	75	July 21
Too Many Cooks	RKO-Radio	77	Aug. 18
Touchdown	Paramount	80	Nov. 24
Trader Horn	M-G-M	120	Feb. 3
Transatlantic	Fox	74	Aug. 18
Traveling Husbands	RKO-Radio	74	Aug. 18
Twenty-Four Hours	Paramount	66	Oct. 13
Unholy Garden	United Artists	75	Sept. 22
Up For Murder	Universal	67	June 9
Up Pops the Devil	Paramount	70	May 26
Vice Squad	Paramount	78	June 16
Viking	J. D. Williams	74	June 2
Waterloo Bridge	Universal	80	Aug. 18
Way Back Home	RKO-Radio	80	Nov. 10
White Shoulders	RKO-Radio	81	July 14
Wicked	Fox	55	Oct. 6
Wild Horse	Allied	65	July 7
Wild West Whoopee	Cosmo	60	Mar. 17
Woman Between	RKO-Radio	73	Aug. 25
Woman Hungry	First National	67	April 14
Women of All Nations	Fox	72	June 9
X Marks the Spot	Tiffany	70	Dec. 8
Yellow Ticket	Fox	83	Nov. 17
Young As You Feel	Fox	72	Aug. 18
Young Donovan's Kid	RKO-Radio	75	May 26
Young Sinners	Fox	76	May 12

Tax Challenge

(Continued from page 9)

ation on admissions right now would spell disaster. A pitiful spectacle would result if such a law is passed.

Aid Necessary

If ever an exhibitor organization could do a job, it can do one right now, and the slightest bit of delay may mean disaster and defeat.

"There is no question in my mind that if enough of the right kind of propaganda is presented to motion picture audiences, that hundreds of them in each vicinity would be more than glad to register protest in the manner indicated. The manager of the theatre should make it his personal business to stand in the lobby and solicit such aid from his patrons, because in the last analysis, his patrons must carry the burden.

"As leader of your exhibitor organization you are charged with this responsibility. The effectiveness with which this work can be done will depend a great deal upon the manner in which you go at it. If you have a better plan, please wire me at once, as certainly I want to help in this work in the most effective manner. At least at the present moment this is the very strongest plan that suggest itself to me.

"Don't delay. Start this work immediately. Time is our most important consideration right now."

LITTLE TIPS TO BIG THINGS

CLASSIFIED ADS 10c Per Word Payable In Advance. Minimum $1.00. Display Rates on Request.

THEATRES FOR SALE

THEATRE LEASE For Sale—Location, Valdosta, Ga.; 1,100 seats; 15,000 population; Western Electric equipment. Now operating at a profit, same average B. O. receipts five-months' period. Will net $5,000 annually as it is with excellent chances for increase with local ownership. I must dispose of this lease by January 1. $2,500 cash payment will handle. Ben Stein, 1409 Lynch Bldg., Jacksonville, Fla. 12-29

FOR SALE — 400-seat house; best location; two other houses; two large rayon plants here. Ritz Theatre, Elizabethton, Tenn. 12-29

FOR SALE OR LEASE—Tuscola showhouse; also good general merchandise business; bargain. G. E. Moore, Tuscola, Ill.

FOR SALE—Lyric Theatre, Salem, Mo.; good Ozark county seat town 2,500. Theatre well-equipped; Mellaphone sound-on-film; 375 seats; seven-day town. Write L. L. Lewis, Rolla, Mo. 12-29

PICTURE THEATRE—County seat, 2,500 population; no competition; clearing $800 per month; price $15,000; $10,000 cash; balance terms. J. T. Wilson, 512 Exchange Bldg., Kansas City, Mo. 12-29

POSITIONS WANTED

OPERATOR-MANAGER thoroughly experienced in all phases of theatre work and can operate any sound equipment; non-union, family man; will go anywhere where application to job and good work count; references. Address Perry J. Sherman, 1112 Mesquite St., Corpus Christi, Texas. tf

MOTION PICTURE sound projectionist wishes position. Write Projectionist, 1317 Avenue D, Galveston, Texas. 1-12

PROJECTIONIST—Experience, Western Electric sound; willing worker; 12 years' experience; sober, reliable. B-387, Associated Publications. 12-29

AT LIBERTY — Operator ten years' experience sound on film and disc. Go any place. Good reference. Box 323, Burke, S. D. 1-12

PROJECTIONIST—Just laid off by Fox Theatres recently closed; willing worker; will go anywhere; experienced all sound equipment 17 years. Family to support. Must have work at once. Good references from Fox or others. Address Russum, 921 Washington, Chanute, Kas. xtf

POSITIONS WANTED (Contd.)

OPERATOR — Experienced all sound. References. G. P. Wiley, care Motion Picture Times, 313 South Harwood St., Dallas, Texas. x12-29

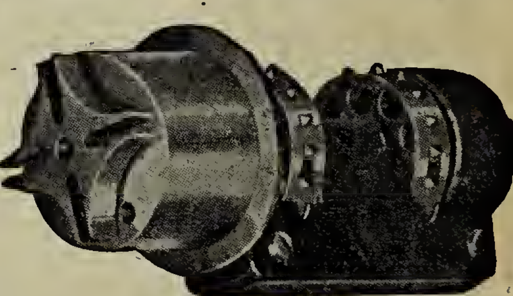
EQUIPMENT FOR SALE

ALL KINDS of theatre equipment and supplies. Write for prices. Queen Feature Service, Inc., Birmingham, Ala. (In business 18 years.) tf

LIKE NEW—Four Phototone sound-on-film heads, $150 pair; six Racon horns with Giant unit, $69.50 each; two Racon Giant units, $20 each; two ten-tube rack and panel amplifiers, cost $250, only $65 each; four Wright-DeCoster horns, $10 each; 12 synchronous turntables, like new, $15 each; two Powers 6B machines, like new, $275 pair; Powers 6B on 6A stands, $195 pair. All this A-1 guaranteed equipment. Audien Distributing Co., 1801½ Commerce St., Dallas, Tex. 12-29

MISCELLANEOUS

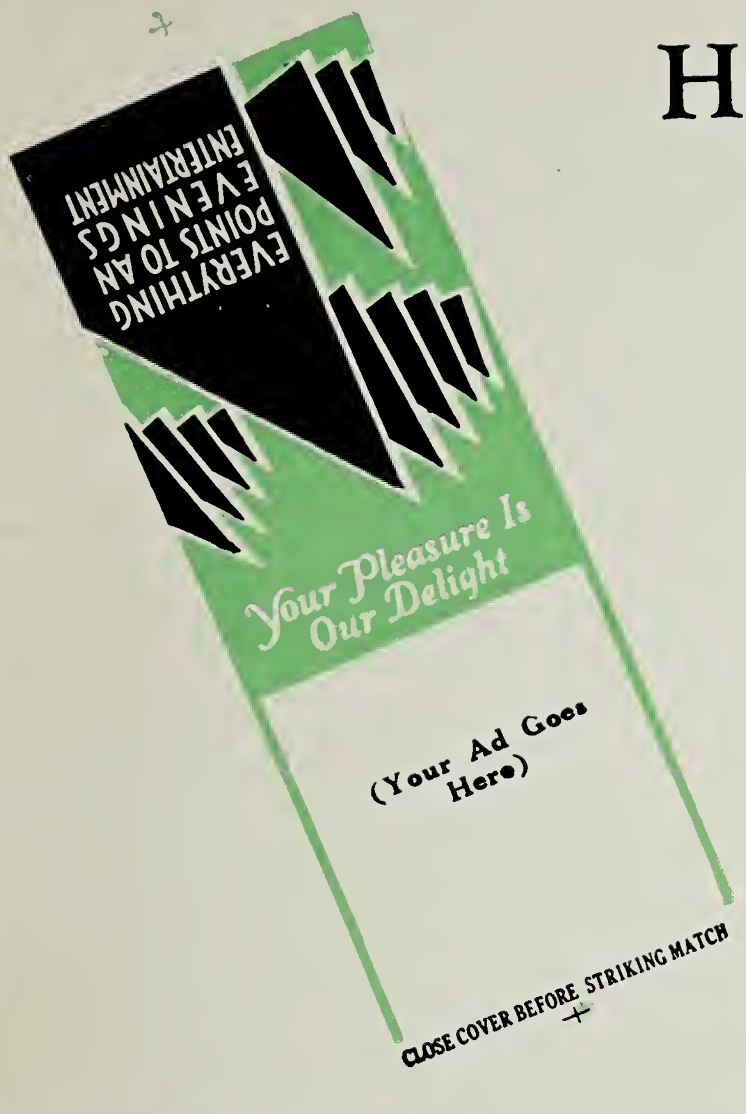
NEW YEAR'S "WHOOPEE" SUPPLIES — Wholesale prices. Confetti, $1.75 per hundred regular 5c bags; serpentines, $2.95 thousand rolls; noisemakers, $3.75 to $4.75 hundred. Hats, balloons, etc. 25% with order, balance C.O.D. Ludtke's, 509 Myrtle, Davenport, Iowa. 12-15



GER-BAR DOUBLE BEARING MOVEMENT SAVES $100

Steadier pictures and smoother running are the result of the few minutes' easy work of putting a GER-BAR Double Bearing Movement on your single-bearing Simplex. Fine materials and highly skilled workmanship give it long life. Price only $50—$100 LESS than you would otherwise pay. Investigate this economical way of improving your performance. Write now to

GER-BAR
THEATER EQUIPMENT
GUERCIO AND BARTHEL
1018 S. Wabash Ave., Chicago, Ill.
Telephone Webster 2190 or 2002


EVERYTHING POINTS TO AN EVENING'S ENTERTAINMENT
Your Pleasure Is Our Delight
(Your Ad Goes Here)
CLOSE COVER BEFORE STRIKING MATCH

This is the De luxe "Box Office" Book Match Cover Design. Printed in 4 Colors: Red, Black, Yellow and Gold.

Here is Genuine Good Will and Business Producing Publicity

~an added service that both men and women will appreciate

At a Cost **Less** Than Throwaways

Book Matches will carry your advertisement at a cost less than a card or dodger and will never be thrown away until the last match is used.

An Ideal Plan for Your Theatre

You can contract for a quantity of these matches and have your imprint changed each week so that you can feature the coming attraction a week in advance. Many theatres are using this plan very successfully.

Orders are filled within 1 week after receipt, so by giving us your schedule of bookings for feature pictures, you will receive shipments regularly and on time. Let us tell you more about this Business Building Plan.

20 Matches in Each Book. 2,500 Books per Case with Your Imprint for $10.00.

You can effect a saving by buying a larger quantity. Here are the prices:

2,500 Books	$4.00 Per Thousand
5,000 Books	3.80 Per Thousand
10,000 Books	3.75 Per Thousand
25,000 Books	3.50 Per Thousand
50,000 or over	3.25 Per Thousand

All shipments F. O. B. St. Louis, Mo.

And Every "LIGHT" Is An "AD" For You!

Here's HOW~

to Distribute These Wonderful Business Builders

We all know that many ladies and men desire to smoke before, during or after the show. Place a bowl of matches in the rest rooms where your patrons can help themselves to a book. You can also have the ushers pass them out when your patrons are leaving. Invariably the first thing a man does when leaving the theatre is to "light" up. He will assuredly appreciate receiving these handy safety matches.

Many theatres also distribute their matches at hotel cigar stands, cafes, drug stores and cigar stores. These firms will be pleased to pass out your matches regularly, thereby giving you wider and better distribution for your publicity.

Arrange with leading hotels, drug stores, etc., in your drawing area, to distribute these book matches for you. They'll gladly cooperate.

Mail Your Order Today ▲ ▲ ▲ ▲

Associated Publications, Inc.,
4704 East 9th St.,
Kansas City, Mo.

Gentlemen:

Enclosed is our check for ____________

covering ______________________ De Luxe "Box Office" Book Matches, each book to be in 4 colors (red, black, yellow and gold), with our ad imprinted as shown at right above. All shipments F. O. B. factory, St. Louis, Mo.

Name ________________________________

Theatre ________________________________

Town ______________ State ______________

THIS ORDER IS NOT CANCELLABLE
(Minimum order required: 2,500 Books)

Use Space Below for Name of Theatre, Etc.

(Front)

YOUR PLEASURE IS OUR DELIGHT

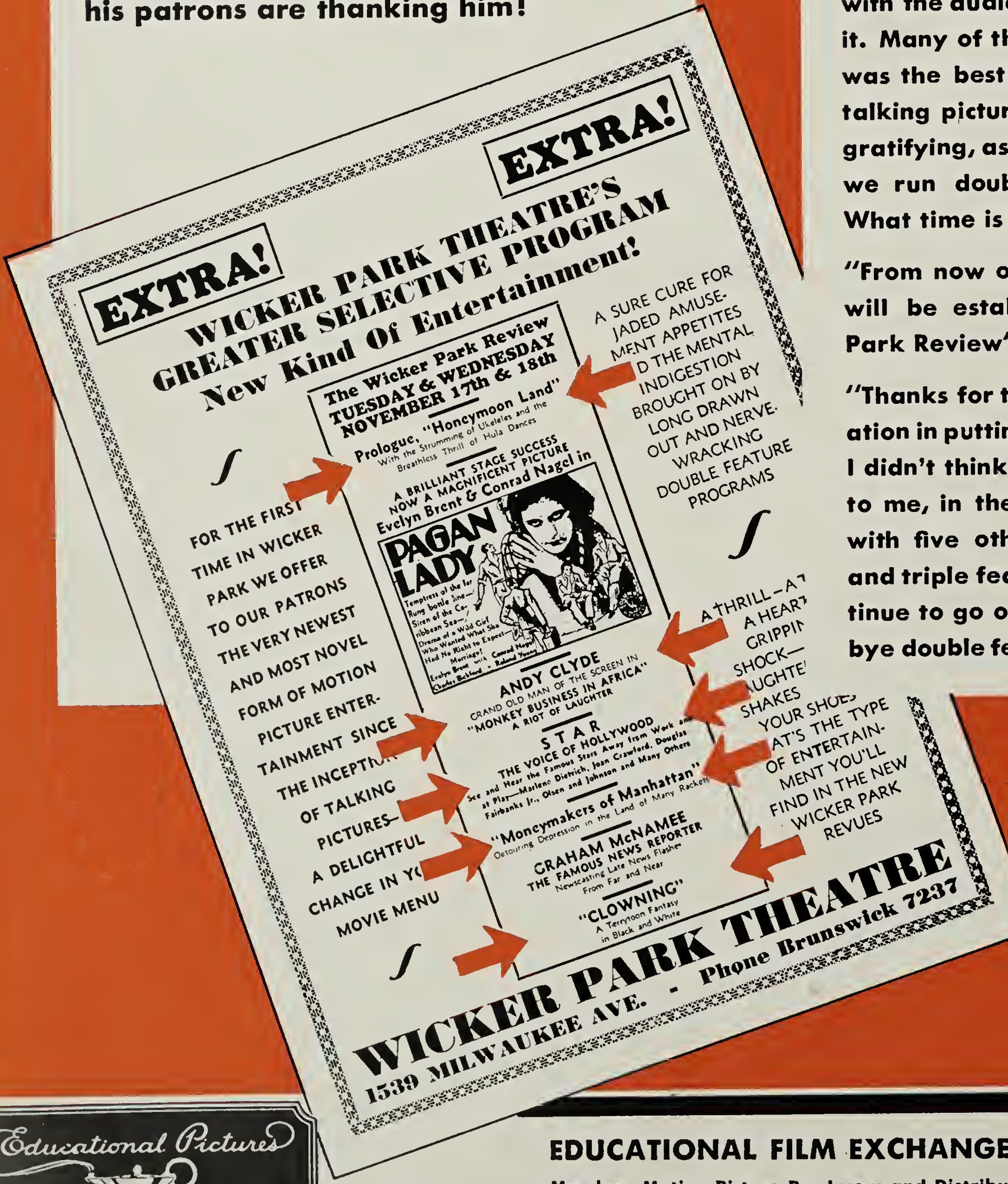
(Back)

As Illustrated on Design Above

SHOWMAN STANDS 'EM IN RAIN AGAINST DOUBLE FEATURE OPPOSITION

Here's the answer to double feature competition! It's nothing mysterious ... just a return to showmanship fundamentals ... giving them a good balanced show of diversified entertainment and telling them all about it.

Frank Gordon, manager of the Wicker Park Theatre, Chicago, worried about it for awhile; then he tried the *Educational Pictures* "revue program" plan. He picked one feature. Then he surrounded it with six carefully selected short subjects, five from *Educational*. Then he shouted the news. And now his patrons are thanking him!



EXTRA!

EXTRA!

WICKER PARK THEATRE'S
GREATER SELECTIVE PROGRAM
New Kind Of Entertainment!

FOR THE FIRST TIME IN WICKER PARK WE OFFER TO OUR PATRONS THE VERY NEWEST AND MOST NOVEL FORM OF MOTION PICTURE ENTERTAINMENT SINCE THE INCEPTI OF TALKING PICTURES— A DELIGHTFUL CHANGE IN YC MOVIE MENU

The Wicker Park Review
TUESDAY & WEDNESDAY
NOVEMBER 17th & 18th

Prologue, "Honeymoon Land"
With the Strumming of Ukeleles and the Breathless Thrill of Hula Dances

A BRILLIANT STAGE SUCCESS
NOW A MAGNIFICENT PICTURE
Evelyn Brent & Conrad Nagel in

PAGAN LADY

Temptress of the far flung bottle line— Siren of the Caribbean Sea— Drama of a Wild Girl Who Wanted What She Had No Right to Expect— Marriage! Evelyn Brent with Conrad Nagel Charles Bickford - Roland Young

ANDY CLYDE
GRAND OLD MAN OF THE SCREEN IN
"MONKEY BUSINESS IN AFRICA"
A RIOT OF LAUGHTER

STAR
THE VOICE OF HOLLYWOOD
See and Hear the Famous Stars Away from Work and at Play—Marlene Dietrich, Joan Crawford, Douglas Fairbanks Jr., Olsen and Johnson and Many Others

"Moneymakers of Manhattan"
Detouring Depression in the Land of Many Rackets

GRAHAM McNAMEE
THE FAMOUS NEWS REPORTER
Newscasting Late News Flashes From Far and Near

"CLOWNING"
A Terrytoon Fantasy in Black and White

A SURE CURE FOR JADED AMUSEMENT APPETITES D THE MENTAL INDIGESTION BROUGHT ON BY LONG DRAWN OUT AND NERVE-WRACKING DOUBLE FEATURE PROGRAMS

A THRILL—A A HEAR GRIPPI SHOCK— UGHTE SHAKES YOUR SHOE AT'S THE TYPE OF ENTERTAINMENT YOU'LL FIND IN THE NEW WICKER PARK REVUES

WICKER PARK THEATRE
1539 MILWAUKEE AVE. - Phone Brunswick 7237

"Big!" WRITES MR. GORDON TO MAX STAHL, EDUCATIONAL'S CHICAGO EXCHANGE MANAGER:

"Your first review program played Tuesday and Wednesday went over big — holding them out in the rain Tuesday night and just as big Wednesday.

"Not only BIG at the box-office, but BIG with the audience, who certainly enjoyed it. Many of them stopped and told me it was the best show they had seen since talking pictures started, and it sure was gratifying, as the only thing I hear when we run double features is, 'Oh, hum! What time is it?'

"From now on Tuesday and Wednesday will be established as special 'Wicker Park Review' nights.

"Thanks for the idea and for the cooperation in putting it over, though to be frank I didn't think much of it when you sold it to me, in the face of being surrounded with five other houses all using double and triple features. If these reviews continue to go over like the first one, goodbye double features and good riddance."

It's THE idea for this new era. And *EDUCATIONAL PICTURES* assure you the variety and class of short subjects you need for such a program.

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc., ***E. W. HAMMONS, President***

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Scanned from the collection of
Dennis Atkinson

Coordinated by the
Media History Digital Library
www.mediahistoryproject.org

Funded by a donation from
Richard Scheckman